



For Immediate Release: Contact Don Klein, 414-531-0470

PRSA Community Outreach Committee delivers results for nonprofits

Initial beneficiaries include Pregnancy Support Connection, Milwaukee Youth Theatre

MILWAUKEE – March 15, 2011 – Since the beginning of the year, the Community Outreach Committee of the PRSA Southeastern Wisconsin Chapter has produced substantial results for two nonprofit organizations, and the committee is now preparing to bring aboard more groups as well as committee members.

Milwaukee Youth Theatre, which engages children in all aspects of theater including acting, playwriting and stagecraft, is receiving support for the promotion of “Little Women” scheduled for April 1. This has included a live TV interview held during the audition process, and work will continue through the show date.

Pregnancy Support Connection, a Waukesha-based nonprofit, provides counseling and resources to young women in crisis pregnancy situations. PRSA has provided support including:

- Support for 1st Annual Sweetheart Fashion Show including TV, radio and online interviews, calendar placements and the creation and posting of a preview video highlighting the fashions at the show.
- Current work includes providing regular content for the PSC Facebook page and planning for a gala fundraiser on May 5.

The committee is looking to add one or two additional nonprofits during 2011 and is actively seeking additional committee members including senior, mid-career and entry level PR practitioners, as well as public relations students.

Participants have the opportunity to serve clients whose story would otherwise go untold. Not only are committee members doing good work, they are expanding their experience base through work in client service, media relations, marketing and advertising, and more.

If you are interested in learning more, please contact Don Klein, Aurora Health Care, at 414-531-0470 or don.klein@aurora.org or Phill Trewyn, Mueller Communications, at 414-390-5500 or ptrewyn@muellercommunications.com.

The Public Relations Society of America Southeastern Wisconsin Chapter is the pre-eminent forum to advance networking and educational opportunities for communications professionals in our community. We are one of the most active chapters of the Public Relations Society of America, with numerous events and programs that help members connect and further their professional skills. For more information, visit www.prsawis.org.

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