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WWPR SELECTS THRIVE DC AS NEW PRO BONO CLIENT
WWPR Donates Two Years of Communications, PR Support to Local Homeless Services Provider

WASHINGTON, D.C. — January 24, 2011 — Washington Women in Public Relations (WWPR), a resource for communications professionals in metropolitan Washington, D.C., announced the selection of [Thrive DC](#) as its new pro bono client for 2011-2012 at its annual meeting and board induction luncheon. [WWPR](#) will provide communications counsel including, branding, marketing and public relations expertise, media training, and other support to help raise awareness and promote the pro bono client.

From its beginnings in 1979 as the Dinner Program for Homeless Women, Thrive DC has been responding to homelessness in Washington, D.C. Thrive DC provides meals twice a day, free showers and laundry; mail, telephone and email access; personal care and medical supplies; emergency clothing; case management; and other support services to men and women dealing with homelessness.

“As part of our commitment to serve the community, WWPR provide communications consulting services at no charge to local nonprofits, like Thrive DC, that serve women and children in metropolitan Washington, D.C.,” said Kendra Kojcsich, president of WWPR.

Last fall, WWPR conducted an extensive search and application process. More than 30 area nonprofits seeking pro bono communications counsel applied. WWPR’s [Pro Bono Committee](#) reviewed and scored the applications based on several criteria including impact to the local community and scope of PR work requested.

“We are thrilled to work with WWPR over the next two years,” said Alicia Horton, executive director of Thrive DC. “After our recent re-branding, our organization is focused on implementing social media, public relations, and marketing strategies so that we may continue meeting the needs of our homeless and low-income neighbors.”

ABOUT WASHINGTON WOMEN IN PUBLIC RELATIONS

Washington Women in Public Relations (WWPR) is the first and only D.C. based professional organization advancing women in the communications industry. WWPR is committed to delivering outstanding professional development, networking, marketplace positioning, and leadership opportunities to area communicators. Visit us at wwpr.org, “Like” us on [Facebook.com/WashingtonWomeninPR](https://www.facebook.com/WashingtonWomeninPR), and follow us on Twitter [@WWPR](https://twitter.com/WWPR).

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