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### **PRSA Pittsburgh to Provide Pro Bono PR Services to Two Local Nonprofits** *Chapter will support nonprofits affected by coronavirus pandemic*

**PITTSBURGH, PA – July 23, 2020** – The Public Relations Society of America (PRSA) Pittsburgh Chapter announced today its pro bono partnership with two area-nonprofits affected by the coronavirus pandemic. The Chapter will work with **Strong Women, Strong Girls (SWSG) Pittsburgh** to promote its 2020 Strong Awards on Friday, August 7, from 8 to 10 a.m., and provide communications support to **Pittsburgh Hires Veterans** through the remainder of the year.

“As a result of the coronavirus pandemic, many local nonprofits are facing unprecedented challenges, including budget decreases, cancellations of large fundraisers, or increased demand for services with limited resources,” said Jordan Mitrik, president of the PRSA Pittsburgh Chapter. “We felt more inclined than ever before to rally around Pittsburgh-area nonprofits, so we adjusted our annual public service project to assist with communications projects for those deeply affected by the current pandemic.”

#### **Strong Women, Strong Girls (SWSG) Pittsburgh**

Both nonprofit organizations have been negatively impacted by the coronavirus pandemic. SWSG hosts its annual fundraising breakfast gala each August, the [Strong Awards](#). However, due to the pandemic, this year’s event will be held online. The Strong Awards recognizes women, girls, and companies in the Pittsburgh region who demonstrate outstanding service to the community and who uplift women and girls.

“From 2017-2019, our budget increased by 40 percent thanks to fundraising during the Strong Awards,” said Kimmi Baston, Operations Director of SWSG Pittsburgh. “The success of this event is critical for our mentorship programming, and we’re thrilled to partner with PRSA on this project.”

PRSA Pittsburgh is providing communications and marketing planning, which includes media relations, social media, email marketing, and partner outreach for the Strong Awards.

#### **Pittsburgh Hires Veterans**

Pittsburgh Hires Veterans will also receive pro bono support from PRSA Pittsburgh. Officially incorporated as a nonprofit in 2018, the young organization has a small staff with military connections and an understanding of issues encountered in the transition from the military to life as a civilian.

“A pro bono relationship with PRSA Pittsburgh will have a tremendous impact on our organization, veterans and employers,” explained Dayna Brown, Executive Director of Pittsburgh Hires Veterans. “One



**STRONG WOMEN  
STRONG GIRLS**



of the best ways to thank a veteran or transitioning service member for their service is to help them secure a great job, now more than ever.”

PRSA Pittsburgh conducts a public service project each year as a way to support area nonprofits and provide its members with hands-on experience. The Pittsburgh chapter is one of the largest chapters within the East Central District, one of 10 PRSA districts.

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#### **About PRSA Pittsburgh**

Chartered in 1947, the [Public Relations Society of America \(PRSA\)](#) is the world's largest and foremost organization for public relations professionals. PRSA Pittsburgh is one of the largest chapters within the East Central District, one of 10 PRSA districts. The PRSA Pittsburgh Mission is to create, educate, and empower a diverse community of communications professionals who value the role that public relations plays in their careers, their organizations, and the region. For more information, visit [prsa-pgh.org](http://prsa-pgh.org).

#### **About SWSG Pittsburgh**

Strong Women, Strong Girls (SWSG) is a multi-generational mentorship organization that connects professional women, college women, and elementary school girls. We champion the aspirations and promote the potential of girls from under-resourced communities through innovative mentorship programming. SWSG operates in Boston and Pittsburgh. Learn more at [swsg.org/locations/pittsburgh/](http://swsg.org/locations/pittsburgh/).

#### **About Pittsburgh Hires Veterans**

Established in 2016, Pittsburgh Hires Veterans is nonprofit organization whose mission is to help veterans (including National Guard and Reserve), transitioning active duty military, and their spouses in search of meaningful employment. Pittsburgh Hires Veterans serves veterans without regard to age or service era, geography, or discharge status. All career readiness services are tailored to each veteran's unique needs and provided free of charge. Pittsburgh Hires Veterans also partners with area employers looking to hire veteran talent and other organizations seeking to positively impact veteran hiring and retention numbers. Learn more at [pittsburghhiresveterans.org/](http://pittsburghhiresveterans.org/).