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Area Nonprofit Organizations Inspire Support *WEDU Accepting Applications for 8th Annual Be More Awards*



The 8th Annual WEDU Be More Awards™ will again recognize the outstanding achievements of area nonprofit organizations, volunteers, and individuals during the WEDU Be More Awards Luncheon and Ceremony on Thursday, February 21st at A La Carte Events Pavilion in Tampa, Florida.

AUGUST 28, 2012 (TAMPA, FL) – Now more than ever, local nonprofit organizations need support from the communities they serve. For the eighth consecutive year, WEDU, west central Florida's primary PBS station, is accepting applications that highlight the best work from area 501(c)(3) organizations, which will be celebrated at the February 21, 2013 **WEDU Be More Awards™** ceremony and luncheon – an event that has become known as the “Academy Awards® for Nonprofits.”

Beginning August 31 through October 26, 2012, WEDU will accept applications from nonprofit organizations, both large and small. Online nominations will also be accepted in a variety of categories that will recognize acts of generosity and kindness by volunteers and individuals throughout west central Florida.

“The driving force behind the WEDU Be More Awards™ is not just simply to recognize the tremendous work that our area organizations and volunteers provide, but also to help build awareness and understanding for these organizations that rely so heavily on the support of the community they serve,” said Allison Hedrick, WEDU Vice President of Communications.

Over the past seven years, the WEDU Be More Awards™ recognized hundreds of area nonprofit organizations, volunteers and individuals during the annual luncheon and awards ceremony.

“I wasn't really sure what the impact would be, but we have gotten a lot of mentor requests to become a mentor, which our whole program is one-on-one mentoring. So that's been phenomenal. And then we've had some funders call us just seeking information and wanting to know more about us,” stated Vicki Sokolik, founder of Starting Right, Now – recipient of the 2012 WEDU Be More Awards™ Nonprofit of the Year and \$1,000 WEDU Community Investment Grant.

This year, the WEDU Be More Awards™ has added new categories to recognize outstanding achievements

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of young people under 21, philanthropic entrepreneurs, and small nonprofit organizations.

There is no charge to apply. The WEDU Be More Awards™ application and complete details can be found at wedu.org/bemore or by calling 800.354.9338 ext. 2241.

WEDU Be More Awards™ Application Categories:

(Organizations must submit a completed application to be considered in these categories)

- **Be More Informed**...Marketing Campaign Award
- **Be More Entertaining**...Special Events Award
- **Be More Brilliant**...Innovation Award
- **Be More Enriched**...Arts & Culture Award
- **Be More Knowledgeable**...Educational Outreach Award

WEDU Be More Awards™ Nomination Categories:

(Individuals or organizations must submit an online nomination to be considered in these categories.)

- **Be More Relevant**...Best Use of Video Award
- **Be More Involved**...Mason Dixon Award for Volunteerism
- **Be More Inspiring**...Rising Star Award
- **Be More Philanthropic**...Engaged Philanthropist Award
- **Be More Humble**...People's Choice Award
- **Be More Empowering**...Small Nonprofit Award

WEDU Be More Awards™ Application Categories:

(An independent judging panel will select the ultimate winner in these categories.)

- **Be More Giving**...The Ryan Nece Foundation Power of Giving Award
- **Be More Encouraged**...Judge's Choice Award
- **Be More Unstoppable**...Nonprofit of the Year Award

ABOUT WEDU

WEDU is west central Florida's leading PBS station and public media company reaching 16 counties through multiple media platforms including on-air programming and online experiences that broaden horizons, transport and transform and open gateways to new ideas and new worlds. Financially supported by the community, the organization offers a wealth of award-winning inspirational, educational and enlightening content over a variety of multi-media platforms including: television programming; opportunities to serve extended communities through the station's fully interactive website, www.wedu.org various social media platforms; monthly member magazine *Premiere*, educational outreach activities and a myriad of special events. WEDU's focus on the local community has resulted in the station being regarded as a beacon of trust for men, women and children of every walk of life no matter their age, ethnicity or socio-economic status. WEDU is a treasured community resource; a window to the world for the homebound and a vital educational source for the youngest members of society. WEDU prides itself on its position in the Tampa Bay community as a leader, partner, informed citizen and a member of PBS, the most trusted institution in America (2011 GfK Roper Public Affairs Media Survey). For more information, program schedules or to support WEDU visit wedu.org; WEDU Public Media on Facebook and Twitter or call 813.254.9338.

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