

**FOR IMMEDIATE RELEASE:**

August 11, 2017



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## ***WEDU PBS Requests Applications and Nominations for 13th Annual WEDU Be More Awards***



*Coco's Pet Ranch, 2017 WEDU Be More Relevant, Best Use of Video Award winners, gather at the stage for a photo with ceremony hosts Lissette Campos and Jack Harris.*

**Tampa, FL; Aug. 11, 2017 – WEDU PBS** will honor West Central Florida's 501 (c)(3) organizations during the 13<sup>th</sup> Annual **WEDU Be More Awards**. Applications and nominations will be accepted beginning **Friday, August 25, 2017** through October 30, 2017.

Complete details can be found online at [wedu.org/bemore](http://wedu.org/bemore). WEDU will accept applications and online nominations in a variety of categories that will recognize acts of generosity and kindness by organizations, volunteers, and individuals.

"I wanted to thank WEDU for the opportunity that you provide to the nonprofits. We have seen the Be More Award for Coco's Pet Ranch numerous

times while watching WEDU. You don't understand how emotional it is to see our small ranch being honored," stated Maria Molina of Coco's Pet Ranch, the Be More Relevant Best Use of Video Award Winner.

**Tampa Hillsborough Action Plan (THAP)** was honored as the 2016 Be More Unstoppable Non-Profit of the Year award winner and was the recipient of a \$2,500 WEDU Community Investment Grant. An anonymous donor through the Community Foundation of Tampa Bay also provided additional grants to many of the WEDU Be More Awards winners last year.

"For us, it's been an immediate impact. When you have something like the Be More Awards, where you all put it out in front of the community and say 'are you aware?' For us, it's an invaluable asset for us to use because the broader public sees that and it's a terrific amount of awareness," stated **Thomas Mantz**, Executive Director of **Feeding America Tampa Bay** when asked about the lasting impact of the WEDU Be More Awards.

There is no charge to apply. The WEDU Be More Awards application and complete details can be found at [wedu.org/bemore](http://wedu.org/bemore) or by calling 800-354-9338 ext. 2241. The luncheon and ceremony will be held on Thursday, February 22, 2018 from 11:00 a.m. – 2:00 p.m. at the Bryan Glazer Family JCC in Tampa.

Awards will be given in a variety of categories recognizing everything from Marketing Campaigns, Special Events, Educational Outreach, Arts and Culture, to Philanthropists and Volunteers.

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“Each year, the competition has grown with incredible nonprofits and volunteers that are tirelessly serving our communities,” said **Allison Hedrick**, WEDU Vice President of Communications. “The driving force behind the WEDU Be More Awards is not just simply to recognize the tremendous work and selfless acts that our area organizations and volunteers provide, but also to provide a level of awareness and understanding for these organizations that rely so heavily on the support of the community they serve. Organizations that participate in the WEDU Be More Awards report a significant increase in inquiries from potential volunteers, donors, and people interested in or in need of their services,” stated Hedrick.

A total of 14 awards will be presented. The application and nomination categories include:

**WEDU Be More Awards Application Categories:**

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

- **Be More Informed...**Nielsen Marketing Campaign Award
- **Be More Entertaining...**Special Events Award
- **Be More Brilliant...**Innovation Award
- **Be More Enriched...** Greenberg Taurig Arts & Culture Award
- **Be More Knowledgeable...**Bank of Tampa 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 Entrepreneurial...**Engaged Philanthropist Award
- **Be More Humble...** People’s Choice Award
- **Be More Empowering...**Small Nonprofit Award

**WEDU Be More Awards Judges Categories:**

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

- **Be More Positive...**ABC Action News Award
- **Be More Encouraged...**Judge’s Choice Award
- **Be More Unstoppable...**Nonprofit of the Year Award

For complete details, please visit [www.wedu.org/bemore](http://www.wedu.org/bemore).

The 2018 WEDU Be More Awards are sponsored in part by:



**ABOUT WEDU PBS**

WEDU is West Central Florida’s leading PBS station reaching 16 counties through 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, station website, [www.wedu.org](http://www.wedu.org) and 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 (Marketing & Research Resources, Inc. M&RR, January 2017). For more information, program schedules or to support WEDU visit [www.wedu.org](http://www.wedu.org); WEDU Public Media on Facebook and Twitter (@wedupbs) or call (813) 254-9338.

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