

For Immediate Release

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Public Relations Foundation of Houston Launches “Text to Give” Campaign

(HOUSTON, Texas) –*August 22, 2016* - The Public Relations Foundation of Houston (PRFH) has launched its first “Text to Give” Campaign. The Foundation is the charitable arm of the Public Relations Society of America- Houston Chapter and focuses on supporting college students in and from the Houston area studying public relations or other communications-related fields.

Each year, the Foundation awards a scholarship to a deserving student. This year, the PRFH gave a total of three \$3,000 scholarships and three finalist stipends totaling \$12,000 in scholarships. This new campaign will benefit to the PRFH scholarship fund.

“We are thrilled to continue supporting the public relations industry by adding a text to give campaign component. With today’s technology, there are new ways to raises scholarship funds and we are hopeful that ‘Text to Give’ will not only raise awareness for the foundation but also play an integral role in growing the amount of funds raised for our annual fall giving campaign,” said Sparkle Anderson, PRFH President.

Donors can contribute to the “Text to Give” campaign by texting PRFH to 33923 or online at <http://text.gives/prfh>. The campaign follows the successful PRSA Houston luncheon benefiting the Foundation on August 3. Chris Cannetti, President of the Houston Dynamo, spoke on the importance of education and how the world of soccer is growing in the U.S. CenterPoint Energy and Houston Community College sponsored the event, which raised more than \$1,500 towards the scholarship program. For more information on PRFH or the “Text to Give,” visit prsahouston.org/foundation.

About the Public Relations Foundation of Houston

The Public Relations Foundation of Houston (PRFH) was formed by PRSA Houston to support the growth and development of the PR profession by awarding scholarships to college students at regional universities. Their mission is to strengthen the future of public relations. For more information, please visit www.prsahouston.org/foundation.

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