

The City of Belleview
5343 SE Abshier Blvd.
Belleview, FL 34420



Contact Information: Robert Vass
Phone: (352) 245 – 7021, Ext. 2122
Email: rvass@belleviewfl.org

City of Belleview's Robert Vass Participates in PRSA Orlando's 'PR Pay It Forward' Event, Offering Strategic Support to Local Nonprofit Eight Waves

Belleview, FL — The City of Belleview proudly recognizes Robert Vass, Events and Promotions Manager, for his active participation in the Public Relations Society of America (PRSA) Orlando chapter's *PR Pay It Forward* event, held on April 11, 2025, at Rollins College in Winter Park, Florida.

The *PR Pay It Forward* event is an annual initiative hosted by PRSA Orlando, bringing together seasoned communications professionals and nonprofit organizations in need of expert guidance in areas such as public relations strategy, marketing, messaging, and community outreach. The event serves as an opportunity for public relations practitioners to volunteer their time and skills and help strengthen Central Florida's nonprofit community.

PRSA, the Public Relations Society of America, is the nation's foremost organization for communications professionals, with a membership of nearly 30,000 nationwide. Offering professional development, networking, leadership opportunities, and advocacy, PRSA advances the profession and creates a community of ethical and effective communicators dedicated to serving their organizations and the public good.

Vass, who has been a member of PRSA for nearly a decade, has long valued the connections and continuing education the organization provides. During this year's *PR Pay It Forward*, he was paired with Hailey Fitch, a communications professional representing Florida Virtual School (FLVS). Founded in 1997, FLVS is a fully accredited, statewide public school district offering a wide range of online K-12 education options to Florida students. The school provides both full-time and part-time learning opportunities, allowing students to access high-quality, flexible instruction tailored to their individual needs. FLVS serves thousands of students across the state, delivering innovative curriculum and educational resources in a virtual environment. More information about FLVS can be found at www.flvs.net.

Together, Vass and Fitch consulted with Eight Waves, a nonprofit organization based in Winter Garden that provides critical resources, support, and educational opportunities for children and families facing economic and social challenges. Eight Waves offers programs ranging from food security and literacy initiatives to mentorship, life skills training, and youth development services. Through their collaborative session, Vass and Fitch provided recommendations to help Eight Waves expand its community and online presence, grow community awareness about their services, and connect with new partners to further its mission. To learn more about Eight Waves, visit eightwaves.org.

Reflecting on the experience, Vass said, *"It's incredibly rewarding to step outside of my day-to-day responsibilities and use my experience to support a cause that's making a difference in the lives of children. Eight Waves is providing hope and resources to children and families who need it most. Helping to contribute in even a small way to their mission was a privilege."*

Vass also spoke to the importance of PRSA as a platform for bringing people together in service of the greater good. *"One of the things I've always valued about PRSA is how it connects professionals across industries and communities. Events like PR Pay It Forward remind us that public relations is about more than messaging and media; it's about relationships, empathy, and using our skills to amplify the voices of those doing essential work in our communities. It's about making an impact beyond the workplace."*

The City of Belleview commends Robert Vass for his dedication to professional service and community engagement, and for representing Belleview's commitment to public service on a regional stage.