



FOR IMMEDIATE RELEASE

AVID Competes in the 2017 AT&T Brackets For Good Tournament

Score points to help AVID win \$100,000 by donating at USA.BFG.org

San Diego, CA (February 28, 2017): AVID ([Advancement Via Individual Determination](#)), a nationally recognized nonprofit, has been selected from over 1,530 nonprofit organizations from across the country to compete in the 2017 Brackets For Good tournament. Starting this week, AVID will rally supporters to advance in an online single-elimination, bracket-style fundraising tournament.

AVID's mission is to close the achievement gap by preparing all students for college readiness and success in a global society. AVID partners with schools to provide all students with the opportunity to thrive, while supporting them academically, socially, and emotionally on their journey to succeed in college, career, and life. AVID educators are able to systemically increase academic rigor, create engaging learning environments, and accelerate the performance of students who are traditionally underrepresented in higher education.

AVID CEO Sandy Husk expressed her excitement about this opportunity: "All of us at AVID are thrilled to be a part of the Brackets For Good competition. We know that when teachers are engaged, students succeed, and the donations earned through the tournament will help us bring more resources to more educators and their students."

Indianapolis-based [Brackets For Good](#) partners with corporate and nonprofit sponsors to host online, bracket-style fundraising tournaments in philanthropic communities around the United States. Brackets for Good has raised more than \$2.75 million for local charities since its 2012 kick-off contest.

Participating nonprofits rally enthusiastic donors to out-fundraise their opponents in order to advance. Through the excitement, localized marketing, and corporate involvement, nonprofits earn increased exposure, gain access to free fundraising tools, and are introduced to new donors. Dollars from donors translate to points, giving participants the opportunity to advance in each market's bracket. Competing nonprofits keep donations received during tournament play, no matter how many rounds they advance. The winning organization in each tournament receives an additional Championship grant. The 2017 Brackets For Good USA tournament is sponsored by AT&T, which will donate \$100,000 to this year's winner.

To get in the game and help AVID win Brackets For Good USA 2017, visit <https://usa.bfg.org/matchup/avid-center> and score points by making donations!

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ABOUT AVID

AVID (Advancement Via Individual Determination) is a nonprofit, proven college-readiness system that closes the achievement gap. Today, AVID is implemented in approximately 6,000 schools in 46 states, the District of Columbia, and 16 other countries/territories, and impacts more than 1.5 million students in grades K–12 and in 43 postsecondary institutions. The AVID College Readiness System transforms a school's academic culture to increase the number of students who enroll in four-year colleges and succeed in higher education. For more information, please visit www.AVID.org and view [student speaker videos](#) from AVID's 2016 Summer Institutes.

ABOUT BRACKETS FOR GOOD

Brackets For Good is an Indianapolis, IN based 501(c)3 charitable organization focused on activating new donors and increasing awareness for other nonprofit organizations through competitive, online fundraising at no cost. Since the inaugural tournament in 2012, new awareness, fundraising capacity, and over \$2.75 million have been raised for hundreds of charitable organizations across the country in an innovative and fun way. For more information, visit bfg.org.

FOR MORE INFORMATION, CONTACT:

Debra Feinberg
Senior Director, Marketing, Communications and Development
AVID Center – San Diego, CA
858-380-4775
dfeinberg@avid.org
www.avid.org