



## FOR IMMEDIATE RELEASE

### **Nike School Innovation Fund Awards \$1.5-Million Grant to Support College Readiness**

*AVID expands impact in Oregon schools with the Nike School Innovation Fund*

San Diego, CA (February 16, 2017): AVID ([Advancement Via Individual Determination](#)), a nationally recognized nonprofit, announced today that the Nike School Innovation Fund ([NSIF](#)) will provide \$1.5 million in direct grants to school districts across the state of Oregon to support school success and college and career readiness through AVID. This renewed grant will increase the number of schools affected by 40%.

This is the third consecutive year that NSIF has partnered with AVID, and the grant is now reaching more schools than ever before. In 2015, 50 high schools were awarded grants to implement or expand AVID schoolwide. Last year, 71 schools received grants. In celebration of the 10th anniversary of the Nike School Innovation Fund, Nike expanded the program to support 100 schools. As part of this celebration, Nike is releasing [a new two-minute film on the NSIF](#), which features Ashton Eaton, a two-time Olympic gold medalist and Nike athlete who recently retired and is turning his focus to help elevate NSIF. As the first in his family to attend college, Eaton is particularly energized by this opportunity and urges students to “find what you love and give it everything.”

The partnership between AVID and NSIF began when Nike asked for input from school leaders across Oregon on what was needed most to help more students succeed, and these leaders pointed to AVID as an impactful program that they believed would bring positive change for Oregon educators and students. In 2015, 99% of AVID high school seniors in Oregon graduated, with 84% receiving acceptance to college at four-year universities.

Sandy Husk, CEO of AVID, commented, “We know that when teachers are engaged, students succeed. AVID has ignited a passion in Oregon educators and given them the tools they need to prepare all students for college and career success. I’m thankful to the Nike School Innovation Fund for allowing us to support more teachers and students.”

Vanessa Wilkins, North America Community Impact Director at Nike, added, “We are thrilled to be partnering with AVID in support of our shared goals to increase graduation rates, close the achievement gap, and fuel excellence in education for all students. By providing Oregon educators with the best teacher training in the country, this work will be both sustainable and truly scalable — teacher to teacher.”

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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](http://www.AVID.org) and view [student speaker videos](#) from AVID's 2016 Summer Institutes.

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