



## Advancement Via Individual Determination

### NEWS RELEASE

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AVID Center

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## AVID Applauds First Lady's Education Push

SAN DIEGO – As the nation's leading college readiness system, with a network of nearly 5,000 schools across the country reaching more than 700,000 students, AVID Center is pleased to hear First Lady Michelle Obama's recent remarks encouraging students to strive for college.

For more than 30 years, AVID has been driven by a simple philosophy: raise expectations of students and, with the AVID support system in place, they will rise to the challenge. The AVID system, serving students from elementary through higher education, teaches academic and life skills that give students resilience when facing obstacles. With more than 73 percent of AVID students reporting eligibility for free and reduced lunch, AVID effectively closes achievement, equity and opportunity gaps year after year, with approximately 90 percent of the AVID seniors planning to attend a college or university after high school.

"We believe Mrs. Obama's focus on education is not only admirable, but imperative," said AVID Center Executive Director Jim Nelson. "As Mrs. Obama pointed out, in six years, nearly two-thirds of all jobs in this country are going to require some form of training beyond high school. We need to ensure our students are equipped to succeed in college and careers after high school."

In line with AVID, Mrs. Obama stressed the importance of individual determination. When talking to the students, she encouraged them to use their experiences to develop skills for an education, stating, "College success starts off by believing in yourself no matter what obstacles you face. It means going to class every single day -- that's what I did -- not just showing up, but actually paying attention, taking some notes, asking questions." These are aligned with AVID's principles, which help underserved students reach their dreams each year.

### ABOUT AVID

AVID is a non-profit, proven college readiness system that closes the achievement gap. Today, AVID is implemented in approximately 4,900 schools in 45 states, the District of Columbia, and 16 countries/territories and impacts more than 700,000 students in grades K-12 and in 41 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 and training.

For more information visit [www.avid.org](http://www.avid.org).

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