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**Local Business Woman Launches Unique Non-Profit
to Serve the Growing Needs of High School Girls**

Clifton Park, NY – November 19, 2010 – Avon Scherff recognizes the need to support high school girls through their formative years. After all, she has faced many of her own challenges as a girl, young adult, single mother, and entrepreneur. *I Am I Can* was created to mentor girls in grades 9 – 12. The organization provides needed encouragement, guidance and advocacy and provides an outlet for listening and sharing in a positive environment.

Girls will have an opportunity for one-on-one mentoring with their Advocate as well as group activities that foster teamwork, and relationship building. *I Am I Can* will support these relationships in an effort to ensure graduation success and to inspire these young women to dream about and plan for a fulfilling life after high school. Sharing our mission with school districts, community organizations and business groups will allow *I Am I Can* to connect with leaders, mentors and most importantly the girls we aim to serve.

I Am I Can is seeking extraordinary women in the community that have a passion to mentor girls. Advocates/mentors will be community leaders, professional women, retired women and women that want to give back and share what they have learned and experienced in their own lives.

Recently, *I Am I Can* held an intimate launch event on November 9th, at Saratoga National Golf Club. More than 70 supporters turned out for an elegant evening of passed Hors d'oeuvres and lively conversation. A silent auction, and the sale of the I Am I Can signature pendant raised more than \$5,000 to launch the effort. Avon adds “ To share this dream with colleagues and friends was overwhelming. It was a truly magical evening.”

Please visit www.iamicanachieve.org for additional information.