



Dear Friends and Neighbors,

Springtime is here – a time when we open our windows, appreciate the beauty blooming all around us, and make plans for summer. A time when high school seniors are beaming with anticipation, as they imagine what’s ahead down the path to their dreams.

This spring also marks the one-year anniversary of the loss of a life that made every season feel as hopeful as springtime.

On March 27th, 2011, we lost Abby S. Zeitlan unexpectedly and tragically, at just 49. Abby was a beloved wife, mother of three, and business owner, and while she lived in Sharon, her reach and the lives she touched extended far beyond the borders of her town.

Abby was a founding partner of Triad Advertising in Canton, Massachusetts. She was a true innovator and defined what it meant to be a leader. In a career that spanned more than 20 years, she achieved things most of us could only hope to achieve while never missing a dance recital, lacrosse or soccer game along the way.

She was also passionate about charity work, lacing up her sneakers and raising thousands each year with her team for the Avon Walk for Breast Cancer, in honor of a dear friend. She tirelessly gave her time to numerous other charitable organizations including Sinai Hospital and the Seaside LeMans event benefiting many Cape Cod charities.

A college education was incredibly important to Abby. Supporting and mentoring women in business was also a passion and tremendous part of her life. It is for this reason Abby’s family, friends, and business partners created the Abby S. Zeitlan Memorial Scholarship. In May 2012 and each year thereafter, the Abby S. Zeitlan Scholarship committee will award one \$2,000 merit scholarship to a deserving young woman at Sharon High School who will be following in Abby’s footsteps. A woman who has and will continue to demonstrate incredible leadership, creativity, entrepreneurial spirit, and an ability to always think outside the box.

We would love your support to make this scholarship a long lasting success, and to help a young woman pave her own path to becoming as revered, loved, and inspiring as Abby.

As a thank you for your generosity, we also welcome you to join us at our first Scholarship Presentation later this spring. We will be providing more details soon, as the date grows nearer.

Your tax deductible donation may be mailed or made online.

Checks, made payable to the Abby S. Zeitlan Memorial Scholarship, may be mailed to: 9 Tracey Lane, Sharon MA 02067

You can also make your tax deductible donation quickly and easily online at:
donate@abbyszeitlanmemorialscholarship.com

Thank you for helping us honor an incredible life.

Sincerely,

The Abby S. Zeitlan Memorial Scholarship Committee