



On March 27th, 2011, we lost Abby 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 always dedicated to her family, 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 of dollars 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 young men and 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 2021 the Abby S. Zeitlan Memorial Scholarship committee will award one \$2,000 merit scholarship. The eligibility requirements for the candidate are that the individual be a graduating SHS senior who will be attending a four year university or college, interested in business, advertising, communications, marketing or similar related field, and who has demonstrated leadership, creativity, entrepreneurial spirit and an ability to think "outside the box."

The award winner will exemplify, in his or her own way, Abby's unique spirit, creativity, leadership and community service.

To be considered for this scholarship, please submit the required materials listed below by email with attached files to info@abbyszeitlanmemorialscholarship.com no later than April 9, 2021. Signed materials can be scanned and attached to your email. You may also send hard copies of your submission. Please mail them prior to the deadline date to:

THE ABBY S. ZEITLAN MEMORIAL SCHOLARSHIP

c/o Triad Advertising
1017 Turnpike Street, Suite 32A
Canton, MA 02021



MATERIALS TO SUBMIT BY APRIL 9, 2021:

- A completed Abby S. Zeitlan Memorial Scholarship application form
- One 500 word essay on the topic described under "Essay" on the application
- Two signed letters of recommendation from: one SHS Faculty member and one non-family member
- Your official Sharon High School transcript
- GPA

Forms are available at www.abbyszeitlanmemorialscholarship.com and through Sharon High School's Guidance Department. The scholarship winner and family will be notified by phone and invited to receive the award at a presentation to be determined at a later date.

We are deeply touched by the donations offered in her memory and for the opportunity to inspire graduating members of Sharon High School to sustain Abby's spirit in their future goals and achievements.

**GOOD LUCK AND BEST WISHES
AS YOU HEAD TO COLLEGE.**



2021 APPLICATION

Please include your full name, address and phone number on each attached document.

APPLICANT INFORMATION:

Student's Full Name: _____

Date of Birth: _____

Home Address: _____

Home Telephone or Cell: _____

[Scholarship winners will be notified by phone.]

Email Address: _____

Mother's Name: _____ Daytime Tel: _____

Father's Name: _____ Daytime Tel: _____

PLEASE LIST:

1. Your Extracurricular Activities _____

2. Community Service Activities _____



3. Employment Experience _____

4. Other Interests _____

5. What are you interested in studying in college? Have you considered any specific career goals yet?

6. List the colleges you have applied to and the status of your applications.

7. Required Essay – Please address the topic below in essay form (approx. 500 words) and submit as attached files with your application. Please be sure your name is indicated clearly on the essay submission:

ESSAY Describe your future goals, citing examples or past experiences reflecting leadership, creativity, entrepreneurial spirit and an ability to think “outside the box” and what impact it had.

*After the award is presented the Committee will publish winners’ essays on abbyszeitlanmemorialscholarship.com. We may also use essays or excerpts therefrom as considered appropriate by the Committee for future media or other scholarship campaigns.