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**EmpowHer
Institute**

FOR IMMEDIATE RELEASE

**EmpowHer Founder Betty LaMarr Honored with
Los Angeles Business Journal's Women Making A Difference Award**

Los Angeles, Calif., May 20, 2010 — EmpowHer Institute, a non-profit organization dedicated to impacting the ‘silent epidemic’ of high school dropout rates among young women, is proud to announce that EmpowHer Institute Founder Betty LaMarr will be honored at the Los Angeles Business Journal's Annual Women Making a Difference Awards on Tuesday, May 25, 2010 at the Millennium Biltmore Hotel.



Betty LaMarr has served her community for years as both an activist and Executive mentoring individuals in the corporate environment as well as small business. After several years living in South Africa and witnessing the responsibility that girls and women have to support themselves and their families, Betty LaMarr, came back to the United States inspired and founded EmpowHer Institute in 2003. This non-profit organization was founded with a mission to make a difference in the lives of disadvantaged girls and women in the U.S. She understands that when girls and women are empowered, families and communities are empowered. She has touched more than 500 students and entrepreneurs since the inception of EmpowHer.

Most recently she hosted more than 160 girls at an inner city middle school for a lecture on Self Worth by author, philanthropist, Dr. Cheryl Saban. She is driven to do what she can to reduce the number of youth dropping out of school. Every 26 seconds a teen drops out of school or fails to graduate on time-- more than half of

whom are from minority groups. “It is an honor to be recognized by Los Angeles Business Journal among such a motivated and successful group of women who are truly making a difference in Los Angeles. I’m thrilled for the opportunity to stand in unity with these women while also sharing the endeavors of EmpowHer Institute so that young women throughout the community and the world stand a better chance of success,” said Betty LaMarr, Founder of EmpowHer Institute.

To learn more about EmpowHer Institute programs and partnerships or to make a donation to help us continue the work please visit our website at www.empowher.org.