



FOR IMMEDIATE RELEASE

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PRESS RELEASE

Horatio Alger Association Honors Fort Lauderdale Entrepreneur Jordan Zimmerman and Four National Scholarship Recipients from Florida

Jordan Zimmerman and the Scholars are recognized by the Association for their remarkable achievements in the face of adversity and their commitment to higher education

WASHINGTON, D.C. (March 9, 2015) – Horatio Alger Association of Distinguished Americans, Inc., a nonprofit educational organization honoring the achievements of outstanding individuals and encouraging youth to pursue their dreams through higher education, will induct Florida resident **Jordan Zimmerman, founder and chairman of Zimmerman Advertising**, as a lifetime Member in April. Concurrently, four outstanding Florida students will be awarded the prestigious Horatio Alger National Scholarship. Association Members and Scholars are selected based on their integrity and determination to succeed in the face of significant adversity, and Members often become mentors to this future generation of leaders.

Named for renowned author Horatio Alger Jr., who wrote about the merits of honesty, courage and perseverance as the means to success, Horatio Alger Association was established in 1947 to uphold these tenets, which are core to achieving the American Dream. To further its mission, individuals who have achieved great success despite facing significant personal challenges and who demonstrate initiative, resilience and excellence, such as Mr. Zimmerman, are inducted into the Association annually as lifetime Members.

“Mr. Zimmerman’s selection by the Association not only honors his outstanding professional achievements, but also the perseverance he has displayed throughout his life,” said David Sokol, chairman of Horatio Alger Association. “Despite the fact that he faced setbacks early on in his career, he did not give up on his dreams. He instead used these challenges as a motivating force, and because of his determination to succeed, today he leads one of the most influential advertising agencies in the country. We are thrilled to welcome Mr. Zimmerman as a Member of Horatio Alger Association.”

Since 1984, Horatio Alger Association has administered one of the nation’s largest privately funded, need-based scholarship programs, which provides educational assistance to at-risk youth with an admirable commitment to continuing their education and serving their communities. The Association has provided more than \$100 million in undergraduate, graduate and specialized scholarships since 1984. The following students from Florida have been recognized for their exceptional accomplishments with the 2015 Horatio

Alger National Scholarship in the amount of \$22,000:

- Rachel Cormier, St. Lucie West Centennial High School, Jensen Beach, FL
- Brittany Fischer, Suncoast Community High School, Palm Beach Gardens, FL
- Kelsey Mitchell, T.R. Robinson High School, Tampa, FL
- Mackenzie Robinson, Barron Collier High School, Naples, FL

“My fellow Members and I are continuously inspired by the academic drive of Horatio Alger Scholars,” said Tony Novelly, president and CEO of Horatio Alger Association. “The four Scholars from Florida have worked tirelessly to excel in the classroom because they understand the power of a college degree. I could not be more proud to reward these four young women for all of their hard work and I look forward to watching them achieve great things.”

Mr. Zimmerman and his fellow new Members will be formally inducted into the Association at the 68th Horatio Alger Award Induction Ceremonies in Washington, D.C. on April 9-11, 2015. The annual three-day event honors the achievements of the Members and also recognizes the 2015 Horatio Alger National Scholars, affording both groups the opportunity to meet and interact, exchanging stories of hardships, triumphs and successes.

To view the complete list of Horatio Alger Members selected for the Class of 2015, please visit [here](#).

To view the complete list of 2015 Horatio Alger National Scholarship recipients, please visit [here](#).

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About Horatio Alger Association of Distinguished Americans:

Founded in 1947, the Horatio Alger Association of Distinguished Americans, Inc. fulfills its mission of honoring the achievements of outstanding individuals who have succeeded in spite of adversity and of encouraging young people to pursue their dreams through higher education. Horatio Alger Association supports students through annual undergraduate and graduate need-based scholarships and mentoring programs across the United States and Canada. Since 1984, the Association has awarded more than \$100 million in college scholarships to deserving young people. For more information, please visit www.horatioalger.org.