

## Press Room



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### Street Smarts Announces Endowment for Georgia Tech Women in Engineering Program



*Marsha Anderson Bomar  
announces endowment for GA Tech  
Women in Engineering*

Duluth, Georgia, April, 2008 - Marsha Anderson Bomar, President and owner of Duluth-based Street Smarts, Inc., announced an endowment for Georgia Tech's Women in Engineering M&M (Mentors and Mentees) program by the Street Smarts Foundation. This is the first ever endowment for the WIE.

Ms. Anderson Bomar made the announcement while delivering a thought provoking, inspirational keynote speech to an audience of over 500 students, faculty members, Georgia Tech leaders and corporate partners.

"So much of my career has been about mentoring - and the M&M program is what I would have created if I had had the opportunity. Since someone else had the great idea (for the program), all that was left for me was to show my support for this powerful opportunity..."

Ms. Anderson Bomar has been heavily involved in mentoring and philanthropy most of her life. She believes everyone has an obligation and opportunities to mentor, not only in their professional lives, but in their everyday lives, as well. "If we do not invest in each other, learn about each other, help each other and grow each other, ultimately, we are alone and we lose."

The endowment will be administered by the Street Smarts Foundation. Established in 2007 and funded entirely by Street Smarts employee donations, the Foundation assists local charities and community organizations where there is a need.