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FOR IMMEDIATE RELEASE

Junior Achievement of Middle America  
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Junior Achievement of Middle America undergoes brand refresh and relocation – Now Junior Achievement of Greater Kansas City

Junior Achievement is proud to announce a new look for the non-profit providing vital youth development programming in Kansas City. As of August 17, 2016, Junior Achievement of Middle America is now doing business as Junior Achievement of Greater Kansas City. The increasing growth of the organization and the ambiguity of “Middle America” prompted President & CEO, Megan Sturges, to propose a brand refresh in conjunction with the relocation of the organization’s regional headquarters. Junior Achievement of Greater Kansas City (JAKC) will move its Westport offices to 4001 Blue Parkway, Suite 210, Kansas City, MO 64130 effective September 1, 2016. An open house and ribbon cutting event presented by the Greater Kansas City Chamber of Commerce will take place at the new location on Wednesday, September 28, 2016 from 4 – 6 p.m.

“Kansas City is a great place to live, work, and play. The economic growth and success of our community is dependent upon the next generation of leaders to be educated, inspired, and prepared,” says Sturges. “As Junior Achievement of Greater Kansas City, we want the rest of the region and country to recognize and support our efforts as we provide students in the Kansas City metro with the tools to excel beyond the classroom and to own their economic success.”

The brand refresh leads the charge to position JAKC at the forefront of financial literacy education in Kansas City. As a member of JA USA with regional markets across the nation, JAKC focuses exclusively on the students in the Kansas City metro area. In the 2015-16 fiscal year, JAKC increased student reach from 17,900 to 21,600 children served. Over 800 volunteers gave 112,900 hours of time in the classroom building connections with students, providing mentorship, and teaching the vital financial and career skills necessary for success.

To coincide with a renewed look and location, JAKC will also launch a mission-centered blog with insider perspectives from students, volunteers, board members, and staff. Stories from the blog are featured in the new bi-monthly e-newsletter with the first edition to be released August 18<sup>th</sup>. Visit [www.jagkc.org](http://www.jagkc.org) to sign up and stay up-to-date with student accomplishments, volunteer experiences, and program impact in Kansas City.

About [Junior Achievement of Greater Kansas City](http://www.jagkc.org)

Junior Achievement of Greater Kansas City brings business back to the classroom by providing programs to promote financial literacy, inspire entrepreneurship, and prepare students (K-12) for success in a 21<sup>st</sup> century workplace. By connecting classrooms with business and community volunteers in a hands-on learning environment, we equip Kansas City’s next generation with the skills they need for a prosperous future.

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