



NEWS RELEASE

For Immediate Release

December 15, 2016

For More Information, Contact:

Lori Jacob

President and CEO

Junior Achievement of Greater St. Louis

ljacob@jastl.org

636.728.0707, ext. 200

St. Louis Teens Receive Personal Finance Skills with Junior Achievement of Greater St. Louis and AT&T

Contribution offers at-risk schools the opportunity to implement JA Finance Park® program, giving students opportunity to make real-life financial decisions

St. Louis, MO— Junior Achievement of Greater St. Louis (JASTL) is bringing important financial literacy lessons to at-risk students in St. Louis as part of a contribution from AT&T through its AT&T Aspire initiative. Middle school students from Compton-Drew Middle School will experience the 13-week *JA Finance Park*® program, which helps students build a foundation of personal finance skills through in-class learning and an experiential real-life simulation.

JA Finance Park® begins in the classroom, with teacher-led lessons about topics like income, saving and debit and credit. The program culminates in a “real-life” simulation onsite at Dennis and Judy Jones Free Enterprise Center. The reality-based simulation gives students the opportunity to apply classroom learning by creating a family budget based on hypothetical life situations assigned to the students, such as job, salary, and family situation.

“So many of our teens haven’t learned how to properly manage their finances, either because they haven’t had those conversations with their parents or haven’t had access to financial literacy programs in school” says Lori Jacob, President and CEO of JASTL. “With *JA Finance Park*®, we aren’t just telling students how to manage budgets; we’re putting them into the situation and asking them to make tough decisions.”

At *JA Finance Park*®, the students assume “real-life” personas and learn how to develop and balance a personal budget that includes such expenditures including housing and food, savings, transportation, entertainment, health care, child care, utilities, clothing and education.



“JA Finance Park is a great program,” AT&T volunteer Eric Ricchezza said. “This program does a fantastic job showing the students what the real world has in store for them when they graduate high school and move into the next phase of their lives.” Established in 2003, *JA Finance Park*[®] is one of Junior Achievement USA's most successful programs, and more than 1 million students across the United States have gone through the experiential learning program since it first began.

The collaboration between JASTL and AT&T is a continuation of their joint commitment to provide supplemental learning experiences that help young people in the community develop the competence, confidence and character to make smart academic and economic decisions. AT&T volunteers assist in the delivery of *JA Finance Park*[®] by connecting with students to help them discover their passions and potential. This collaboration is part of AT&T Aspire, the company's signature philanthropic initiative to promote student success in school and beyond.

See what students and executives are saying about *JA Finance Park*[®]:

<https://www.youtube.com/watch?v=TaPFDYRdSVY>

About Junior Achievement of Greater St. Louis

Junior Achievement of Greater St. Louis inspires and prepares young people to succeed in a global economy. Founded in 1919, with a presence in Greater St. Louis since 1943, Junior Achievement encourages confidence, and motivates young people to achieve their personal, educational and career goals through a range of programs led by volunteers from the business community. The organization served more than 153,000 students in the region during the 2015-2016 school year.

For more information, contact Lori Jacob, President and CEO of Junior Achievement of Greater St. Louis, at (636) 728-0707 ext. 200 or by email at ljacob@jastl.org. Additional details about JA may be accessed online at www.JASTL.org.

About Philanthropy & Social Innovation at AT&T

AT&T is committed to advancing education, strengthening communities and improving lives. Through its community initiatives, AT&T has a long history of investing in projects that create learning opportunities; promote academic and economic achievement; or address community needs. AT&T Aspire is AT&T's signature philanthropic initiative that drives innovation in education by bringing diverse resources to bear on the issue including funding, technology, employee volunteerism, and mentoring. Through Aspire, we've passed the \$250 million mark on our plan to invest \$350 million in education from 2008-2017.