



PRESS RELEASE

May 1, 2015

For Further information, contact
Mary Ellen McArdle (585) 327-7404
maryellen@jarochny.org

Local High Schools Qualify to Compete for Title of “Titan of Business”

Rochester, NY- Student teams from 13 area high schools have earned the opportunity to compete in the **6th Annual Junior Achievement Titan of Business Challenge**, being held on May 20, 2015 at St. John Fisher College. The 2015 JA Titan of Business Challenge is presented by State Farm.

The **JA Titan of Business Challenge** is a business strategy tournament utilizing the *JA Titan®* program, an on-line interactive business simulation. The competition teaches young entrepreneurs and leaders the nuances of running a global business in a competitive, high-tech marketplace. The success or failure of their companies will depend on how well the student CEO’s manage real-time key decisions. At the end of the competition, the winning teams will emerge as the “Titan of Business,” and win scholarships to local colleges and universities.

Thirty-three teams earned the right to compete in the Titan Business Challenge during a qualifying round held virtually on April 29, 2015. Over 90 teams, representing 270 area students, took part in the Titan Qualifying Round.

Schools with teams who qualified to compete in the final round are: **Bishop Kearney, Brighton, Caledonia-Mumford, Charlotte, Gates-Chili, East High School, Leadership Academy for Young Men, Livonia, Vanguard, Webster Schroeder, Webster Thomas, Wheatland-Chili and York.**

Following the competition, students will join sponsors, local business leaders and members of the Rochester Business Hall of Fame for a luncheon and awards ceremony. There will also be a keynote presentation by Thomas Bonadio, managing partner & CEO of The Bonadio Group.

The Junior Achievement Titan of Business Challenge is underwritten by the *Rochester Business Journal*, WROC, Turning Points2 and St. John Fisher College. To learn more about the JA Titan® program, contact Junior Achievement of Central Upstate New York at 585-327-7400 or visit www.jacuny.org.

ABOUT JUNIOR ACHIEVEMENT

The mission of Junior Achievement is to inspire and prepare young people to succeed in a global economy. Junior Achievement empowers young people to own their economic success, plan for their future and make smart academic and economic choices. Our corporate and community volunteers deliver relevant hands-on curriculum that gives K-12 students knowledge and skills in financial literacy, work readiness and entrepreneurship.

##