NEWS RELEASE

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Contact:
Traci Chisholm, Marketing and PR Manager, Junior Achievement of Wisconsin
920-882-0773 or mobile: 920-573-1872 | tchisholm@jawis.org | @JAWisconsin

Made Possible: The Business of Junior Achievement to air Sunday, September 22 on Wisconsin Public Television

Documentary Shares Story of Junior Achievement’s First 100 Years

Milwaukee, Wisconsin - Made Possible: The Business of Junior Achievement will air on Wisconsin Public Television’s The Wisconsin Channel at 5 p.m., Sunday, September 22. Shot in various American cities, the documentary shares the story of Junior Achievement (JA), which marks its centennial this year.

Narrated by Junior Achievement alumna, Juju Chang, journalist for ABC News and Nightline anchor, Made Possible explores the history of Junior Achievement’s first 100 years. JA was founded in 1919 in Springfield, Massachusetts by Horace Moses (Founder, Strathmore Paper), Theodore Vail (Chairman, AT&T), and Murray Crane (U.S. Senator, Massachusetts). Today, Junior Achievement is a multinational organization, annually reaching more than 100 million students in 100 countries.

Made Possible: The Business of Junior Achievement offers compelling stories and interviews detailing how JA has impacted young people through lessons of financial literacy, workplace readiness, and entrepreneurship. Interviewees include renowned JA alumni, including CNN’s Chief Medical Correspondent, Sanjay Gupta, and Dallas Mavericks owner and Shark Tank personality, Mark Cuban. The film also documents the challenges JA has faced over the past hundred years — including surviving the Great Depression, World War II, and the counterculture movement of the 1960s.

About Junior Achievement® (JA)
Junior Achievement is the world’s largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their future, and make smart academic and economic choices. JA programs are delivered by corporate and community volunteers, and provide relevant, hands-on experiences that give students from kindergarten through high school knowledge and skills in financial literacy, work readiness, and entrepreneurship. Junior Achievement of Wisconsin has 12 area offices across Wisconsin and annually serves more than 153,000 students with 9,000 volunteer mentors. For more information on Junior Achievement and its centennial year, visit wisconsin.ja.org.

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