NEWS RELEASE

For Immediate Release:
May 22, 2019

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

Wisconsin Students Prepare for Life After High School

As teens prepare for graduation, Acuity Insurance, Kohl’s, and Briggs & Stratton support business experience and scholarships through the Junior Achievement Statewide Business Challenge

Milwaukee, Wisconsin – As the school year soon comes to a close, students are preparing for life after high school, including post-secondary education and entry into the workforce. On May 2, 2019, over sixty students from twenty Wisconsin high schools prepared for both options firsthand at Junior Achievement’s annual statewide JA Business Challenge championship, sponsored by and hosted at Acuity Insurance in Sheboygan. At the JA Business Challenge, students received hands-on experience running a business with a chance to earn scholarships to support education after high school.

Junior Achievement today announced the successful student business managers in each industry level from the 2019 JA Business Challenge. First place winners of the top Championship Blue level are students from Greenfield High School in Greenfield, Wisconsin, each of whom received a $1,000 scholarship. Second place and $500 scholarships went to Burlington High School students in Burlington and third place was awarded to students of Chetek-Weyerhaeuser High School in Chetek who received $100 Kohl’s gift cards. Top producers of the Executive Red and Investor White levels, Ripon High School and Manitowoc Lutheran High School students also received Kohl’s gift cards. Social media awards were presented to students from J.I. Case High School in Racine and Grafton High School for their captivating posts during the event.

At JA Business Challenge, students created a fictional product and a virtual business, Holo-Generator, through a hands-on computer

Wisconsin high school students take a mind break from the last days of school and the competitive business competition, Junior Achievement Business Challenge, held on May 2 at Acuity Insurance in Sheboygan, to ride Acuity’s indoor Ferris wheel.
simulated business strategy system, *JA Titan*. Each team of two acted as CEOs and made business decisions regarding price, production, marketing, capital investment, and research and development. The key to earning the scholarships at JA Business Challenge were determined by how well students ran their company against other student teams.

“Scholarship opportunities, such as those offered by the JA Business Challenge, give students a vital step forward,” said Michael Frohna, president of Junior Achievement of Wisconsin. “94% of teens between the ages of 13 and 17 plan to attend college after high school. At the same time, our country owns $1.6 trillion in student loan debt. Junior Achievement gives young people knowledge and skills to plan for their futures and helps them to find meaningful careers and make solid financial decisions throughout their lifetimes.”

Students also connected with young professionals of Acuity Insurance at JA Business Challenge. These professionals offered insight about their personal high school experiences which lead them to their current careers. Acuity Insurance, Kohl’s, and Briggs & Stratton supported this year’s JA Business Challenge.

JA USA and Filament Games of Madison are developing a new *JA Titan* software platform to roll out at the 2020 JA Business Challenge. Leaders from these organizations attended this year’s JA Business Challenge to connect with students on how to advance the program. "We are consistently redeveloping our curriculum to match current needs and technology,” said Frohna. “Delivering content that students relate to solidifies engagement and retention. This ever-changing model is why Junior Achievement has continued 100 years and counting.”

**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. As a nonprofit organization, Junior Achievement reaches more than 4.8 million students per year in 109 markets across the United States, with an additional 5.2 million students served by operations in 100 other countries worldwide. Locally, Junior Achievement has 12 area offices across Wisconsin and annually serves 153,000 students with more than 9,000 volunteer mentors. For more information on Junior Achievement and their centennial year, visit [wisconsin.ja.org](http://wisconsin.ja.org).

###