

News Release

For Immediate Release:

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WNY is Turning Green for Junior Achievement Kids!

Lights around Western New York are going green in honor of Junior Achievement's 100th Anniversary.

BUFFALO, N.Y.– Junior Achievement (JA) is currently celebrating its Centennial. JA was started in 1919 in Springfield, Massachusetts by Strathmore Paper Founder Horace Moses, AT&T Chairman Theodore Vail and U.S. Senator from Massachusetts Murray Crane. JA's founding was in response to families moving from farms to the growing industrial cities. The goal was to provide young people with the skills they would need to be successful adults in their new communities.

Locally, in honor of JA's Centennial, the Peace Bridge will be lit green on November 29. The Niagara Falls Illumination Board approved that the Falls will be lit green on December 2. Also being lit green on December 2 is the Electric Tower. The Buffalo News will be green for JA from November 29th through Dec. 3rd.

During the course of the past 100 years, JA has evolved from an organization operating primarily in the Northeastern United States and teaching teens how to start a business into a multinational organization reaching more than 10 million students in 100 countries with programs that promote entrepreneurship, career and work readiness and financial literacy. In the United States, JA reaches nearly 5 million students in grades K-12. Locally, Junior Achievement of Western New York has been in existence for 60 years serving the eight counties of WNY and reaching more than 16,000 students.



Niagara Falls (pictured) will be illuminated green on December 2nd in honor of Junior Achievement's Centennial Anniversary.

Junior Achievement of Western New York will continue to celebrate this milestone throughout the 2019-2020 fiscal year, culminating on May 14, 2020 with the Junior Achievement *Inspiring Tomorrows Centennial Gala*. For more information on the May Centennial Gala, contact Laurie Mahoney at lmahoney@jawny.org.

About Junior Achievement USA® (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. Today, JA 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. Junior Achievement USA is a member of JA Worldwide.

About Junior Achievement of Western New York

During the 2018-2019 school year, Junior Achievement of WNY enriched the lives of 16,088 students in 174 schools and community organizations throughout the eight counties of Western New York. JA's success is due to its many generous supporters and more than 773 classroom volunteers. For more information about Junior Achievement and how you can make a difference in a child's life, visit our Web site at www.jawny.org, follow us on Twitter at @JAofWNY, or like us on Facebook at www.facebook.com/jaofwny.