

# News Release

## For Immediate Release:

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## **Junior Achievement of Western New York Releases Free Resource to Help Teens Understand Financial Impact of COVID-19 and Support K-12 Online Learning**

**(Buffalo, NY)** – Junior Achievement of Western New York is releasing a free resource for teens titled *Making Sense: Understanding the Financial Impact of COVID-19*. The guide is designed to answer teens' questions about the economic implications of COVID-19, including "Why are some store shelves empty?", "Why are some people losing their jobs?" and "Are we going into a recession, or even a depression?" The guide is available at [JA.org/MakingSense](http://JA.org/MakingSense).

"While social distancing is essential to fighting COVID-19, the disease and the steps we must take to address it are having a financial impact. Our goal is to help young people better understand what's happening," said Laurie Mahoney, President. April is Financial Literacy Month, and this is really an important time to be sharing this kind of information."

The guide is written with middle school and high school students in mind. It uses relatable examples to explain what a recession is, how the Federal Reserve works and steps being taken by government and the private sector to deal with the economic impact associated with COVID-19.

Additionally, to support teachers and parents who may have students finishing school online this semester, JA is also offering **free** K – 12<sup>th</sup> grade resources that are available at [JA.org/Tomorrows](http://JA.org/Tomorrows). Alycia Ivancie, Sr. Education Manager shared "JA is doing this so our kids can spend more time planning for and dreaming about tomorrow, and less time worrying about today. Junior Achievement is committed to doing this until we can all be certain again."

For information about these JA programs, please contact Karyn Winters, Executive Director of the Genesee County Business Education Alliance at [kwinters@geneseeny.com](mailto:kwinters@geneseeny.com)

### **About JA & JAWNY**

Junior Achievement is the world's largest organization dedicated to educating students in kindergarten through 12<sup>th</sup> grade about financial literacy, entrepreneurship, and career & work readiness through experiential, hands-on programs. In the 2018-2019 school year, Junior Achievement of WNY enriched the lives of 16,089 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 745 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](http://www.jawny.org), follow us on Twitter at @JAofWNY, or like us on Facebook at [www.facebook.com/jaofwny](http://www.facebook.com/jaofwny).

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**Links:**

JA.org/Making Sense:

<https://www.juniorachievement.org/documents/12271/7223509/Making+Sense+Resource+Guide/460aedc9-4609-4f9d-9c42-7479f385034a>

JA.org/Tomorrows: <https://www.juniorachievement.org/web/ja-usa/tomorrow>

:30 PSA to inform the community about these free educational resources:

<https://www.dropbox.com/s/xcnxu42tp190uoe/Project%20Tomorrows%2030%20Seconds.mp4?dl=0>

Any help your station/newspaper can provide to share these important resources or air the :30 PSA with your audience would be greatly appreciated. JA is doing this so our kids can spend more time planning for and dreaming about tomorrow, and less time worrying about today and is committed to doing this until we can all be certain again.

Thank you.

*Laurie*

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