



NEWS RELEASE

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Seattle Area Students Learn Important Personal Money Management Skills through AT&T Aspire Mentor Academy's support of JA Finance Park

Auburn, WA. – On March 17th students from Bremerton High school and on April 1st students from Stewart Middle School participated in JA Finance Park through a contribution from AT&T and facilitated by AT&T employee volunteers. This effort is part of AT&T's Aspire Mentoring Academy initiative, which aims to provide youth nationwide with 1,000,000 volunteer/mentoring hours by 2016.

The JA and AT&T collaboration targets Title 1 schools with graduation rates of 70 percent or lower, where a significant percentage of the students are low income, and are off-track for graduation due to absenteeism or lack of credits.

JA Finance Park is an experiential money-management simulation in which teens participate in classroom-based financial literacy curriculum focusing on basic financial concepts. Then the students travel to the JA Finance Park location, a scaled-down city where the students are assigned a fictional life situation including job, salary, and family status. Students must create and balance a budget, making many of the tough financial trade-offs adults face daily.

David Moore, president and chief executive officer of Junior Achievement USA, said, "This significant gift from AT&T will help JA of Washington reach more at-risk students with potentially life-changing experiences that show them how they can create a successful future regardless of their current circumstances."

Visit JA's YouTube channel to learn more about how students benefit from *JA Job Shadow* and *JA Finance Park*. Visit AT&T Aspire to learn more about the company's signature initiative aimed at supporting student success and career readiness.

To learn more about Junior Achievement of Washington visit jawashington.org.

About Junior Achievement of Washington (JA)

For 62 years, JA of Washington has been a part of Washington communities - working with schools and businesses - to build strong, viable partnerships that serve young people. Guided by the basic beliefs of integrity, respect and excellence, JA's purpose is to inspire and prepare young people to succeed in a global economy. JA fulfills its purpose via educational programs in K-12 classrooms around the state and at their signature JA World facilities in Auburn and Yakima. that focuses on financial literacy, entrepreneurship and work readiness.

Driven by the passionate power of its volunteer citizens, JA programs are taught by community and business mentors - individuals committed to the success and healthy development of young people. Long established as a key component of its successful program dynamic, JA recognizes the positive impact of mentorship and its power to build pathways to sustainable, productive futures for young people. For more information visit www.jawashington.org.

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