



NEWS RELEASE

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**JUNIOR ACHIEVEMENT OF WASHINGTON SOUTHEASTERN REGION NAMES
TAMRA MEYER AS NEW REGIONAL DIRECTOR**

Kennewick, WA. Junior Achievement of Washington has announced that **Tamra Meyer** has been named as the new Regional Director for Junior Achievement in the Southeastern Washington Region (SEWA). Meyer formerly served in the role of Statewide Programs Director for Junior Achievement of Washington. As Regional Director of Junior Achievement's SEWA office, Meyer will manage the region's development efforts and program implementation designed to bring work readiness, entrepreneurship, and financial literacy programs, currently reaching 11,465 students in Benton, Franklin and Walla Walla counties.

"We are so excited about Tamra's appointment. She brings a wealth of knowledge, experience, and enthusiasm to Junior Achievement," stated Amy Basche, Chief Operations Officer, Mission Support Alliance and Chair of the Junior Achievement of Washington SEWA Regional Board of Directors.

Ms. Meyer begins her new tenure in the organization with goals to increase student access to Junior Achievement programs in addition to growing the community's involvement in the organization's fall event, SEWA's Hearts are Wild Gala.

"I am proud and honored to lead Junior Achievement in Southeastern Washington," commented Meyer. "This region has been a great champion of JA and I will work hard to ensure students continue to experience JA's high-quality programs so they can gain the skills that will prepare them for a successful future."

About Junior Achievement

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 4.8 million students per year in more than 100 markets across the United States, with an additional 5.6 million students served by operations in over 100 other countries worldwide. Visit www.ja.org for more information.

About Junior Achievement of Washington (JA)

For 65 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 that focus 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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