



NEWS RELEASE

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Junior Achievement Alumni Needed to Shape Today's Youth

Junior Achievement-Rocky Mountain to Celebrate "JA Alumni Month" in January

Denver – January is JA Alumni Month! During the month, Junior Achievement (JA) is getting the word out to its local alumni that the youth education nonprofit seeks to reengage with its former students. JA's alumni participated in JA programs during their elementary, middle school, or high school years. Many JA Alumni participated in *JA Company Program*[®], an entrepreneurship experience for high schoolers in which students start-up and run their own business.

A survey of 700 JA Alumni was conducted by JA USA in the spring of 2016. The intent of this research was to better understand the impact JA has had on the lives of the more than 100 million people who have gone through JA programs since the organization's founding in 1919. Among the findings, 62 percent of JA Alumni are currently working in positions that are "manager status or above," 90 percent of JA Alumni claim to be confident in their ability to manage money, this is especially true when it comes to managing student loans, 75 percent of JA Alumni have a favorable view toward entrepreneurship, and JA Alumni make nearly 20 percent more than the general population in regards to income.

The results of this research indicate JA Alumni, when compared to the general public, have higher levels of educational attainment, career satisfaction, financial capability, entrepreneurial activity, and household income. At the same time, a considerable portion of JA Alumni credit JA for promoting their understanding of business, influencing their career goals, fostering a sense of self-belief, and enhancing their understanding of how money works. Given the overall gains demonstrated by JA Alumni when compared to the general public, plus the benefits that many JA Alumni themselves attribute to their JA experience, what better way to engage today's youth than through those who have already reaped its benefits.

"Junior Achievement not only helped me realize my potential, but they also helped guide me in my decision towards a career," said Tony Nguyen, JA-Rocky Mountain alumnus and CPA Candidate. "They have given me the opportunities to network with professionals to gain a better understanding of what it takes to succeed in their respective career field, and that opportunity has been priceless. I have taken the lessons that Junior Achievement has taught me about the value of education, financial responsibility, and self-confidence to help guide my everyday decisions."

Robin Wise, president of JA-Rocky Mountain added, “Our alumni are an important constituent group for Junior Achievement. We invite anyone who had a JA program during his or her school years to contact us at 303-534-5252. Our goal is to engage with alumni to help empower local students to own their economic success.”

Approaching its 100th anniversary, JA empowers young people to own their economic success through volunteer-delivered programs focusing on entrepreneurship, financial literacy, and work-readiness. More than 100 million students have participated in JA programs since the organization’s inception in 1919. Notable JA Alumni include Dallas Mavericks owner Mark Cuban, comedian Amy Sedaris, former U.S. Secretary of Health and Human Services Donna Shalala, and AOL founder Steve Case.

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.

About Junior Achievement-Rocky Mountain, Inc.

This year, Junior Achievement-Rocky Mountain, Inc. will provide programs to 138,000 students in schools throughout Metro Denver, Northern Colorado, Southern Wyoming and in our mountain communities. These programs are always free to schools thanks to 6,000 volunteers and the generous support of donors. For more information about reengaging with JA, alumni should visit www.JAColorado.org/alumni/.