



### **For Immediate Release**

#### **Contacts:**

Kim McGrigg, Junior Achievement  
303-260-6295  
[kmcgrigg@jacolorado.org](mailto:kmcgrigg@jacolorado.org)  
[@jarockymountain](https://www.facebook.com/jarockymountain)

Jim Van Someren, Transamerica  
720-529-6886  
[jim.vansomeren@transamerica.com](mailto:jim.vansomeren@transamerica.com)  
[@transamerica](https://www.facebook.com/transamerica)

## **Helping Students Become Financially Responsible Adults** *Transamerica announces presenting sponsorship of Junior Achievement's real-world personal financial literacy program, JA Finance Park*

**DENVER (July 10, 2017)** – Junior Achievement-Rocky Mountain (JA) and Transamerica are committed to providing students a real-world perspective of personal finance – one that is current, practical and easy to understand. In support of that commitment, Transamerica is now the presenting sponsor of JA's experiential program, [JA Finance Park](#), a Harvard-recognized financial literacy program that helps middle and high school students build financial skills for life.

Provided at no cost to students or schools, the JA Finance Park experience begins in the classroom with an in-school teacher taught curriculum and culminates in a day at the park. The curriculum directly fulfills state-mandated scholastic economic, math and reading, writing and communications standards including 21st century skill and concepts for middle and high school students.

"Supporting JA Finance Park provides Transamerica the opportunity to help instill sound, practical financial guidance at a time when these kids are just starting to learn what it takes to create a budget and develop good spending and saving habits," said Brian Florey, business development manager for Transamerica. "What they're learning today is designed to give them a strong foundation from which to make wise decisions that lead to a bright and prosperous future."

During a four-hour session at JA Finance Park, students become an adult for a day and immerse themselves in a reality-based decision-making process addressing aspects of individual family budgeting including housing, transportation, food, utilities, healthcare, investments, philanthropy and banking. Each student is presented with a unique life situation that identifies the details of their adult persona from marital status to education and from number of dependents to salary. The on-site activities help students understand the basic steps of maintaining a realistic personal budget.

More than 20,000 Denver area middle and high school students participate in JA Finance Park each year and the impact on these students is life changing. JA has evaluated the impact of JA Finance Park each school year, and can prove that students who participate in JA Finance Park demonstrate statistically significant knowledge gain and skill acquisition. Specially, they are more financially responsible than their peers and are able to:

- Create and manage a realistic budget
- Improve their credit scores
- Utilize credit and debt appropriately
- Save to achieve lifelong goals

The 6,000-square-foot business community, which boasts nearly two dozen storefronts and kiosks and a gathering park all sponsored by local companies, is located inside donated space at the American Furniture Warehouse store in Thornton, Colo.

Junior Achievement also offers an online version of the program, JA Finance Park Virtual. Much like the hands-on version, JA Finance Park Virtual users adopt a fictional persona, create an avatar and make fiscal decisions based on a pre-determined life circumstance all through an online environment.

Schools and teachers interested in offering JA Finance Park in their classrooms can learn more at <http://www.jacolorado.org/finance-park-2/> or may contact [financepark@jacolorado.org](mailto:financepark@jacolorado.org) for more information or to schedule a visit.

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#### **About Junior Achievement-Rocky Mountain, Inc.**

Junior Achievement-Rocky Mountain, Inc. is part of the world's largest organization dedicated to inspiring and preparing young people to succeed in a global economy. Through a dedicated volunteer network, Junior Achievement provides K-12 programs for students, which focus on three key content areas: work readiness, entrepreneurship and financial literacy. During the 2016/17 school year, Junior Achievement-Rocky Mountain, Inc. provided programs to more than 130,000 local students. These programs are always free to schools thanks to 6,000 volunteers and the generous support of donors. For more information, visit [www.JAColorado.org](http://www.JAColorado.org).

#### **About Transamerica**

With a history that dates back more than 100 years, Transamerica is recognized as a leading provider of life insurance, retirement and investment solutions, serving millions of customers throughout the United States. Recognizing the necessity of health and wellness during peak working life in order to enhance the prospects for a lifetime of financial security, Transamerica's dedicated professionals work to help people take the steps necessary to live better today so they can worry less about tomorrow. Transamerica serves nearly every customer segment, providing a broad range of quality life insurance and investment products, individual and group pension plans, as well as asset management services. In 2016, Transamerica fulfilled its promises to customers, paying more than \$7.2 billion in insurance and annuity benefits, including return of annuity premiums paid by the customer. Transamerica's corporate headquarters is located in Baltimore, Maryland, with other major operations in Cedar Rapids, Iowa. Transamerica is part of the Aegon group of companies. Based in the Netherlands, Aegon is one of the world's largest providers of life insurance, pension solutions and asset management products, operating in more than 20 markets worldwide. For the full year of 2016, Aegon managed \$784 billion in revenue generating investments. For more information, please visit [www.transamerica.com](http://www.transamerica.com).