



## For Immediate Release

### Contacts:

Chris Silberman, Director of Communications  
Junior Achievement-Rocky Mountain, Inc.  
CSilberman@jacolorado.org | (303) 260-6295

## Junior Achievement Business Week Challenges High School Students through *Shark Tank*-style Competition this Summer

*Students grades 9-12 are invited to register for a one-week crash course on the world of business and leadership*

**DENVER (March 6, 2019)** – Junior Achievement (JA) Business week is a fun, intensive, one-week boot camp in which students will work in “companies” with each other, develop a product, and pitch it to local entrepreneurs in a *Shark Tank*-style competition. Along the way, they will learn how to network effectively and sharpen their presentation skills, and they will gain advising by local business leaders. Students will test drive the college experience by staying in the dorms at Johnson & Wales University in Denver, giving them a sneak peek into campus life.

This unique program allows teenagers to explore leadership concepts and build confidence alongside 120 of Denver’s most dynamic and accomplished business leaders. In addition to interactive workshops on marketing, business ethics and budgeting, the week culminates in a competition between student “companies.”

Students attending JA Business Week for the first time will work on designing a new product and marketing plan for Otter Products, an electronics accessory company headquartered in Fort Collins. Returning students will work as business consultants. Students returning can also choose to dive deeply into what it takes to start their own business right now, with the guidance of three young entrepreneurs.

“I’ve attended JA Business Week for three years, and each year was better than the last,” says program veteran, Mark Calkins. “JA Business Week will be my favorite memory I have had during my high school career and has taught me more than anything else I have done.”

Registration is currently open through Friday, May 17 at [www.jabusinessweek.org/register](http://www.jabusinessweek.org/register). The total cost to attend JA Business Week is \$550, which includes a \$25 non-refundable registration fee. Scholarships are available thanks to JA sponsors and donors. Students may apply for financial aid through their JA Business Week registration form. Additionally, JA Business Week Tuition Dollars program can help students cover the cost of attendance by up to \$200. Please visit [www.jabusinessweek.org/cost](http://www.jabusinessweek.org/cost) for more information.

**Dates: June 9-14, 2019**

**Registration deadline: May 17, 2019**

**Location: Johnson & Wales University  
7150 E Montview Boulevard  
Denver, CO 80220**

Please visit [www.jabusinessweek.org](http://www.jabusinessweek.org) or contact Leah Caputo, JA Capstone Program Manager, at [BusinessWeek@jacolorado.org](mailto:BusinessWeek@jacolorado.org) for more information.

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

Now celebrating its 100<sup>th</sup> anniversary, Junior Achievement-Rocky Mountain, Inc. (JA) is a nonprofit organization dedicated to preparing young people to thrive in the 21st -century workplace and global economy by inspiring a passion in free enterprise and entrepreneurship, and instilling an understanding of personal financial literacy. This year, JA will work with more than 6,000 volunteers to empower students across the Front Range and in Colorado's mountain communities. JA programs are always free to schools thanks to the generous support of volunteers and donors. For more information, visit [www.JAColorado.org](http://www.JAColorado.org).