



Junior Achievement® of Northwest Michigan

Leisa Eckerle Hankins, District Manager

231.922.6330

janwm@ja.org

Junior Achievement of Northwest Michigan Puts Entrepreneurs in the Classroom during JA Entrepreneurship Week

Traverse City, Michigan – Junior Achievement of Northwest Michigan (JA) announced today that it will be celebrating JA Entrepreneurship Week Nov. 16 - 22. The initiative, designed to coincide with Global Entrepreneurship Week, will put entrepreneurs into high school classrooms across America during the week to share what inspired them to start their own businesses and to open students' eyes to the opportunities provided by entrepreneurship. JA of Northwest Michigan will be working with local entrepreneurs to impact students in the Grand Traverse Region.

“JA is known for bringing entrepreneurship education into the classroom,” said JA of Northwest Michigan District Manager, Leisa Eckerle Hankins. “What makes this initiative different is that it is an intensive experience designed specifically for today’s up-and-coming business owner who might not otherwise have time in his or her busy day to engage as a mentor to young people.”

Research conducted by JA shows that while young people look up to entrepreneurs such as Facebook’s Mark Zuckerberg, Theranos’s Elizabeth Holmes and music impresario Jay Z, today’s teens may be more risk averse than previous generations and are seeking out mentors and role models to help them gain a better understanding of how to plan for the future. JA believes it is important to provide young people with an opportunity to engage with entrepreneurs to help them better understand the challenges and benefits of starting a business.

JA Entrepreneurship Week accentuates current JA programs by bringing an inspiring entrepreneur into the classroom for one hour during the week to share his or her experience with students. The program is designed to be simple for the entrepreneurs to implement, but impactful for the teens participating. For example, during a JA experience, students can learn how to create a business plan or successfully interview for a job.

To help engage entrepreneurs, JA will be working with several organizations, including the Young Entrepreneur Council (YEC) and the U.S. Small Business Administration (SBA). Grand

Traverse Area entrepreneurs interested in participating can contact JA at janwm@ja.org or 231.922.6330.

To find out how to become involved with JA Entrepreneurship Week, visit JA.org/Entrepreneurs.

About Junior Achievement of Northwest Michigan

Junior Achievement of Northwest Michigan programs empower students to make a connection between what they learn in school and how it can be applied in the real world – enhancing the relevance of their classroom learning and increasing their understanding of the value of staying in school. Through a dedicated volunteer network, Junior Achievement provides in-school and after-school programs for students. The programs focus three key content areas: work readiness, entrepreneurship, and financial literacy. In northwest Michigan, more than 4,000 students in nine counties participate with Junior Achievement every school year. For more information, contact district manager Leisa Eckerle Hankins at 231-922-6330 or janwm@ja.org.

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, 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 4.5 million students per year in 113 markets across the United States, with an additional 5.8 million students served by operations in 120 other countries worldwide. Junior Achievement USA is a member of JA Worldwide. Visit www.ja.org for more information.