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CONTACT:

Jacqueline Dolly
Junior Achievement of New York
(212) 907- 0046
jdolly@jany.org

**Junior Achievement of New York Announces
New Support Investors for the 2010-2011 Fiscal Year**

New Grant Sources Ensure a More Stable Economic Future for NYC and Long Island Students

NEW York, NY: January 26, 2011: Junior Achievement of New York (JA New York) is pleased to announce new grant acquisitions during the fall 2010 season. JA New York netted more than **\$80,000** in new funding to help deliver economic and entrepreneurship education to New York City and Long Island students.

"JA New York is grateful for the continued generosity of our supporters who have chosen to invest in the economic stability and success of future NYC and Long Island citizens. We are pleased to get off to a good start with identifying and attracting new funding support for our programs and experiences," said Joseph Peri, president of JA New York.

Some of the new grant awards include:

CAPITAL ONE

In September, 2010, JA New York received **\$20,000** from **Capital One Foundation** to fund the **JA New York High School Heroes program**. The funds will be invested in recruiting and training 2,000 high school student role models to provide financial literacy and money management education programs to 10,000 elementary school students in under-resourced schools and locations. In addition, the grant will facilitate fifty elementary and fifty high school partnerships that will inspire and encourage high school students to take a more active role in strengthening the future economic stability of their local communities.



As positive role models for younger students, High School Heroes develop stronger communication, planning and collaborative skills and improve in confidence and self esteem as a result of participating in the program. They also gain a deeper understanding of the importance of staying in school.

TURNER BROADCASTING SYSTEM



In October, 2010, JA New York was the recipient of a **\$10,000** award from **Turner Broadcasting System** to support delivery of JA financial literacy, work-readiness and entrepreneurship programming to Graphic Communication Arts High School students in NYC. The grant will fund the delivery of company-based and traditional JA classroom-based programming during the 2010-2011 school year, by Turner/Time Warner employees.

COUNCIL FOR ECONOMIC EDUCATION



In November 2010, JA New York received **\$10,000** from **The Council for Economic Education**, provided through **funding by** the U.S. Department of Education Office of Innovation and Improvement, to implement the delivery of the **JA Personal Finance program** to 220 NYC high school students as part of the *Excellence in Economic Education Program*. JA New York received one of eighteen grants awarded in the school-based student activity program category.

The goal of the grant is to promote economic and financial literacy among K-12 students by: increasing students' knowledge of and achievement in, economics to enable them to become more productive and informed citizens; promoting the replication of best practices and exemplary programs that foster economic literacy and leveraging and expanding increased private and public support for economic education and partnerships at the national, state and local levels.

TD BANK

In October 2010 JA New York was one of six local non-profit organizations to receive a **\$500** gift of unrestricted funding from **TD Bank** in celebration of a new branch opening on 49th Street and Madison Avenue. In January 2011, JA New York received another **\$2,500** award from the TD Charitable Foundation to fund local **JA New York High School Hero** programming. The grant will provide support to recruit and train five High School Hero students to deliver economic education to 55 local elementary school students.



JA New York President, Joseph Peri accepts a TD Bank grant award to fund the JA New York High School Heroes Program from TD Bank Branch Manager, Jorge Baretto.

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About Junior Achievement of New York

For more than 80 years, Junior Achievement of New York (JA New York) has delivered economic education and empowerment programs to NYC and Long Island students. Through a dedicated volunteer network of corporate and community individuals, JA New York provides high-quality K-12 in-school, after-school, and summer educational programs. JA New York is the New York affiliate of Junior Achievement Worldwide, the world's largest and fastest-growing organization dedicated to inspiring and preparing young people to succeed in a global economy. JA educational programs impact important societal issues including youth development, economic development, and education reform, and focus on three key content areas: work readiness, entrepreneurship, and financial literacy. Today, 126 individual area operations reach more than four million students in the United States, with an additional 5.8 million students served by operations in 122 other countries worldwide. For more information about JA New York and its programs, visit www.jany.org.