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**JUNIOR ACHIEVEMENT USA'S "DAY ON THE HILL" EVENT COMMENCES TO RALLY SUPPORT FOR AMERICA'S YOUTH AMID A TOUGH ECONOMY**

*Junior Achievement of New York Leadership Joins Congressional Members in Dialogue to Raise Awareness about the Importance of Entrepreneurship Education*

Junior Achievement USA's fourth "Day on the Hill" will take place this week on Capitol Hill. The Day on the Hill event will allow 30 local Junior Achievement (JA) areas, including staff and board members, to meet with their respective Congressional leaders, policymakers and staff to have meaningful dialogue about Junior Achievement's role in providing free enterprise education to K-12 students.

JA representatives Joseph Peri, President of JA New York and Richard Poccia, Board Chair will meet with: Congressman Tim Bishop, NY 1<sup>st</sup> district, eastern LI; Congresswoman Carolyn McCarthy, NY 4<sup>th</sup> congressional district, Garden City; Senator Chuck Schumer, NY State; and Congresswoman Nydia M. Velázquez, NY 12<sup>th</sup> congressional district - Brooklyn, Lower Manhattan and Queens to engage in a dialogue about Junior Achievement of New York's focus on helping New York City and Long Island students graduate from high school and our programs and experiences that prepare them for college and future work opportunities. Specifically, initiatives to be discussed will include the importance of Junior Achievement's national, as well as at the state and local level, K-12 entrepreneurship, financial literacy, and work readiness programs.

Representatives Velázquez, McCarthy, Bishop and Senator Schumer can help support JA by supporting the reauthorization of the Elementary and Secondary Education Act (ESEA), and by continuing to provide access to the classroom for education non profits, like JA.

"We are greatly looking forward to discussing the relevance and impact of our mission to empower young people to own their economic success, while strengthening their communities and preparing a competitive workforce with Senator Schumer and Representatives Velázquez, McCarthy and Bishop. These are key initiatives for youth in NYC and Long Island served by JA programs," said Joseph Peri, president of JA New York. "Our ultimate goal is provide youth with real world knowledge and skills in financial literacy, work readiness and entrepreneurship that position them for success in the workforce and in the global economy. We need the support of our Congressional members and staff to expand the reach of these valuable programs."

Additionally, Junior Achievement USA, the national umbrella organization, will be sharing top-line results of a recent national survey of high school juniors' knowledge and attitudes about free enterprise. The survey results demonstrated that only half of the students have ever been taught about entrepreneurship and free enterprise, but nine in 10 believe it is important, further supporting the need for entrepreneurship education.

For nearly 100 years, JA's mission has been to give young people the knowledge and skills they need to own their economic success, plan for their future and make smart academic and economic choices. Junior Achievement 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.

“JA’s Day on the Hill is a unique opportunity to elevate the collective voice of our 124 area offices in order to rally around a vital cause – providing young people with relevant and responsive learning experiences that will help them, help communities and help America,” said Jack E. Kosakowski, Junior Achievement USA president and chief executive officer. “Through our meetings with Congressional members and staff, we hope to raise awareness about the important role that Junior Achievement can play in helping the next generation of entrepreneurs start and grow small businesses and create jobs.”

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#### **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. JA programs 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 four million students per year in 124 markets across the United States, with an additional 5.8 million students served by operations in 119 other countries worldwide. Visit [www.ja.org](http://www.ja.org) for more information.

#### **About Junior Achievement of New York**

For more than 80 years, Junior Achievement of New York (JA New York), the local affiliate of JA USA, 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, workplace, and summer educational programs. JA New York educational programs impact important societal issues including youth, economic and educational development and focuses on three key content areas: work readiness, entrepreneurship, and financial literacy. For more information about JA New York and its programs, Visit us: [www.jany.org](http://www.jany.org) 📺 Like Us: [Facebook](#) 📺 Connect with Us: [LinkedIn](#) 📺 Follow Us: [Twitter](#) 📺 Subscribe to Us: [YouTube](#).

*Editorial Note: JA of New York will be recording the day in photos and video footage. If you are interested in receiving more information, please contact Jacqueline Dolly, 212-907-0046; [jdolly@jany.org](mailto:jdolly@jany.org); Twitter: [@janewyork](#); Facebook: JA New York/My Achievement.*

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