



FOR IMMEDIATE RELEASE

**JA NEW YORK CAPTIVATES NYC BUSINESS PROFESSIONALS' ATTENTION
BY ELEVATING THE IMPORTANCE OF FINANCIAL LITERACY EDUCATION**

*Junior Achievement of New York Announces Run of a New April Financial Literacy Month PSA on the
NYC Captivate Network*

NEW YORK, NY: April 8, 2011 – Today, Junior Achievement of New York (JA New York) announced the roll-out of a new Financial Literacy Month Public Service Announcement (PSA), scheduled to run on the Captivate Network during April Financial Literacy Month. The PSA is scheduled to begin on Monday, April 11 through May 1st. It will run on the 2,695 Captivate Network elevator screens in 245 NYC buildings.

The JA New York Financial Literacy Month themed PSA highlights the critical need to deliver financial education to young people, ensuring that they will have successful and stable economic futures. Junior Achievement of New York's core message to NYC and Long Island business professionals is that young people need business role models to share their experience, knowledge and insight to inspire and prepare them to compete on the global economic stage. Everyone has the power to contribute to keeping New York City great by giving their time, resources and/or treasure to invest in the potential of NYC and Long Island students to achieve. NYC business leaders and professionals are urged to volunteer their time and resources to teach entrepreneurship, financial literacy and work-readiness skills to NYC and Long Island students to prepare them to succeed in school and in life.

Joseph Peri, president of Junior Achievement of New York said, "The truth is, we can no longer afford not to champion and invest in the achievement of future generations in this city. The Captivate Network is a great awareness and visibility medium for JA New York's mission to inspire and prepare young people to succeed in a global economy. Captivate helps to keep NYC business people informed of important news and information that impacts the current and future business world. There's no better way to inform our business community that financial literacy education matters. The Captivate Network has the potential to deliver this message directly to the business leaders and professionals who are vital to the success of Junior Achievement's programs."

So next time you find yourself riding in a NYC business elevator, don't tune out; instead, turn your attention to the nearest Captivate Network screen where you can view the JA New York PSA as you ride the elevator to your next business opportunity. If you miss it, you can also view it on JA New York's YouTube Channel: <http://www.youtube.com/watch?v=rkkculb6od0> or <http://www.youtube.com/watch?v=8Kqo8WXeyYc>.

JA New York is grateful for the support of the Captivate Network who generously provided the PSA ad space.

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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.

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