



**CONTACT:**

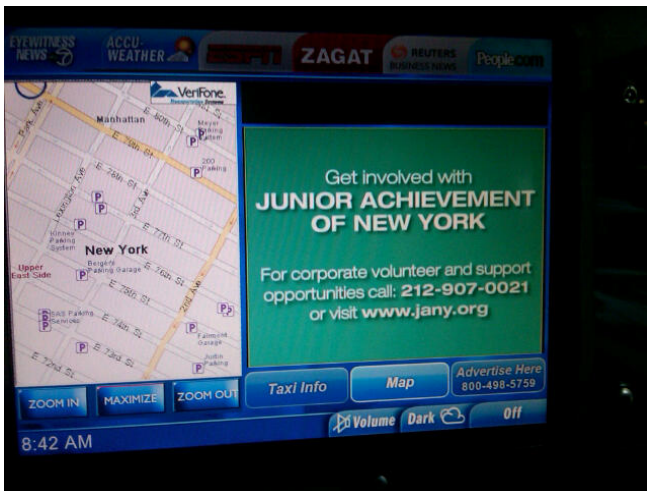
Jacqueline Dolly  
Junior Achievement of New York  
(212) 907- 0046  
[jdolly@jany.org](mailto:jdolly@jany.org)

**FOR IMMEDIATE RELEASE**

**HAIL A CAB OF INSPIRATION ON THE ROAD TO ACHIEVEMENT**

*Junior Achievement of New York Announces Run of New PSA on the NYC Taxi-TV Network.*

**NEW YORK, NY: January 10, 2011** – Today, Junior Achievement of New York (JA New York) announced the inaugural roll-out of a [Public Service Announcement \(PSA\) on the NYC Taxi-TV network](#). The PSA is scheduled to run starting today, January 10 through January 23<sup>rd</sup>. It urges NYC business leaders and professionals 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, so that they can succeed in life.



Joseph Peri, president of JA 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. Taxi-TV 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. NYC taxis help keep business moving in this city and they are used by such a broad cross-section of New Yorkers in every major business, community and government sector. Taxi-TV has the potential to connect us directly to the business leaders and professionals who are vital to the success of Junior Achievement's programs." He continued, "The business volunteer who delivers our programs is what

distinguishes the Junior Achievement educational experience. The core message of our PSA to NYC and Long Island business professionals is our young people need you to share your 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."

So next time you hail an iconic yellow cab in the city, tune out the noisy city vibe by turning on to Taxi-TV where you can view the JA New York PSA as you commute around the city. If you miss it, you can also view it on JA New York's YouTube Channel: <http://www.youtube.com/watch?v=gSubl91XuPI>. JA New York is grateful for the support of VeriFone Media Solutions who generously provided the Taxi-TV PSA ad space.

###

**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](http://www.jany.org).

###