



NEWS RELEASE

For Immediate Release:

February 19, 2011

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Junior Achievement Celebrates American Free Enterprise during National Entrepreneurship Week

Survey Says: Teens Interested in Early Entrepreneurship Education

NEW YORK, NY – Junior Achievement (JA) will mark [National Entrepreneurship Week](#), February 19-26, by partnering with the U.S. Chamber of Commerce's Campaign for Free Enterprise (CFE) and the National Chamber Foundation (NCF) to commission a survey determining high school students' understanding of the free enterprise system.

Survey results will help guide educators seeking to empower students to pursue entrepreneurship. National Entrepreneurship Week has been designated by President Obama as a celebration of American entrepreneurs and the lifelong learning educational opportunities that prepare the business leaders of the future.

Last year, JA created [JA Be Entrepreneurial](#)[®], a program that matched high school students with business people to start an entrepreneurial venture.

Another recent study conducted by Junior Achievement and Sam's Club, "[Empowering Entrepreneurship Success](#)," supports the need for entrepreneurial literacy. The poll found that 51 percent of students claimed they'd like to start their own business some day. However, 18 percent of respondents said they've been discouraged because they don't have the skills or educational background. Additionally, a full 84 percent of students responded that they thought basic entrepreneurial skills, such as taking initiative and assuming risk should be taught in school.

Jeremi and Ian Karnell, twin brothers and JA alumni, are an example of how organizations, such as Junior Achievement, can not only teach, but inspire the entrepreneurial spirit and help move students into action. The twins participated in the [JA Company Program](#) for three years during high school, starting their own company, One to One Interactive (<http://www.onetooneinteractive.com>) which won the JA Company of the Year award in their home state of Indiana. Throughout their experiences with

JA, Jeremi and Ian learned the basics of running a business that would later guide them in their own entrepreneurial endeavors.

“My brother and I were so fortunate to benefit from the rich lessons that the JA Company Program taught us and for the entrepreneurial spirit it helped us to uncover,” said Jeremi Karnell, now a board member at JA of Northern New England. “Giving teens the opportunity to see what a life in entrepreneurship could be like is one of the greatest gifts of all, because many would not know where to start or be scared of failure. JA helped us learn those important lessons in a safe environment, and we’ve since gone on to be successful businessmen.”

“Junior Achievement has long supported entrepreneurial literacy among students and we’re thrilled to have these new initiatives to inspire today’s young people,” said Joseph Peri, president of JA New York. “National Entrepreneurship Week is a strong step in the right direction, and having the White House recognize and direct resources to entrepreneurial efforts further shows the national and global significance of entrepreneurship education for today’s youth.”

Junior Achievement of New York has a strong tradition of entrepreneurial education programming including [JA Company Program®](#), [JA It’s My Business®](#) and JA New York’s signature experiential entrepreneurship program – [the annual Business Plan Competition](#), presented by NASDAQ OMX Educational Foundation. JA New York’s 2011 Business Plan Competition kicks off during the week of March 7th with the classroom portion of the program, and will culminate with a semi-final round in May at Columbia Business School and the final round to be held in June at NASDAQ Marketsite, Times Square. Eight Hundred NYC and Long Island high school students will participate in JA New York’s fast-growing, high impact entrepreneurial business education program.

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About Junior Achievement (JA)

Junior Achievement is the world's largest organization dedicated to inspiring and preparing young people to succeed in a global economy. Through a dedicated volunteer network, Junior Achievement provides in-school and after-school programs for students which 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 5.7 million students served by operations in 122 other countries worldwide.

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, after-school, and summer educational programs. JA New York 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. For more information about JA New York and its programs, visit www.jany.org.

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