



**Junior
Achievement®**
of New York, Inc.

NEWS RELEASE

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Contact:

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

JUNIOR ACHIEVEMENT OF NEW YORK ASKS NYC & LONG ISLAND TO GET OUT THE VOTE FOR \$1 MILLION GRANT

Sam's Club Selects JA as one of eight nonprofits who could win big during "Giving Made Simple" Campaign

NEW YORK, NY - Junior Achievement of New York (JA New York), a member of the world's largest nonprofit dedicated to empowering young people to succeed through entrepreneurship, work-readiness and financial literacy education, has been selected to participate in the Sam's Club Giving Made Simple campaign, with the chance to win a \$1 million grant.

Giving Made Simple is an online voting campaign in which Sam's Club members and associates will determine how the company will allocate \$4 million in charitable contributions to eight nonprofit organizations that support programs dedicated to education and small business development. The campaign runs from April 8 to May 2; the winners will be announced May 4, 2010.

"We are thrilled to be selected by Sam's Club to participate in this online voting campaign," said Joseph A. Peri, President of Junior Achievement of New York "With their contribution, we will be able to reach more students across the country with our

entrepreneurship programs. We're asking all of our friends, family and supporters who are Sam's members to go online and vote for us every day through May 2."

Giving Made Simple voting works like this—by logging on to www.samsclub.com/giving, (or by visiting Sam's Club's Facebook page at www.facebook.com/samsclub and clicking on the "Giving" tab)—Sam's Club members and associates can vote for one of the eight participating organizations. They can cast one vote per day for the duration of the campaign. The number of votes will determine which two organizations—one in the education category and one in the entrepreneurship category—receive \$1 million for first place; \$500,000 for second place; and \$250,000 each for third and fourth place.

With the potential \$1 million grant from Sam's Club, Junior Achievement will broaden the reach of its *JA It's My Business!*[™] program. *JA It's My Business* encourages middle school students to use critical thinking skills to develop, learn and leverage entrepreneurial competencies in school and in life. With the voting support of JA New York's NYC and Long Island communities, any awards received from the Sam's Club Giving Made Simple campaign will expand the reach of *JA It's My Business* to NYC & Long Island students.

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About Junior Achievement of New York

Junior Achievement of New York (JA New York) is the New York affiliate of Junior Achievement Worldwide. For over 80 years, Junior Achievement of New York (JA New York) has delivered economic empowerment programs to NYC and Long Island students. Through a dedicated volunteer network, JA New York provides free K-12 in-school and after-school programs. Last year, over 95,000 students received JA New York programs and experiences. For more information about JA New York and its programs, visit www.jany.org.

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, 128 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. For more information, visit www.ja.org.