



Empowering Young People to Own Their Economic Success
Entrepreneurship | Work Readiness | Financial Literacy

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**JUNIOR ACHIEVEMENT BIG BEND BRINGS
JA BE ENTREPRENEURIAL TO LEON COUNTY HIGH SCHOOLS**

(Tallahassee, FL) – Junior Achievement Big Bend (JA Big Bend), together with Leon County Schools, brings *JA Be Entrepreneurial* to Leon County high school classrooms which culminates with the countywide JA Big Bend Shark Bowl competition. The program introduces students to “thinking entrepreneurial” and teaches the essential components the Business Model Canvas. Engaging activities inspire students to develop unique ideas and introduces them to the possibility of starting their own business while teaching them the entrepreneurial skills they need to become more productive and innovative workers.

Research conducted by Junior Achievement USA and Survey Monkey shows that helping students link what they learn in school to life outside the classroom is one of the biggest challenges facing teachers and parents. JA programs are delivered by corporate and community volunteers who provide relevant, hands-on experiences which helps students apply entrepreneurial thinking to the workplace and become successful adults.

A special thank you to the Shark Bowl Presenting Sponsors:

Making a difference in the lives of these students by participating in this world-class event!
Tallahassee Community College SPARK!
FSU Jim Moran College of Entrepreneurship
Florida A&M School of Business and Industry

Grant Abbott, Junior Achievement Big Bend Entrepreneurship Committee Chair and Director of Lending and Business Development for FSU Credit Union says, **“This program is in line with the entrepreneurial activities happening in our community. Sparking excitement about entrepreneurship in our high school students is very gratifying to everyone involved from the JA Big Bend Board and staff, to parents and to our community volunteers.”**

Classes will be taught between January 21 and February 25, 2020, followed by the schoolwide competitions which wrap up in March. The 5th Annual JA Big Bend Shark Bowl will be held on Thursday, April 23, 2020 at FSU Jim Moran College of Entrepreneurship.

(More)

About Junior Achievement Big Bend

Junior Achievement Big Bend has reached over 30,000 students in the Leon County area.

JA Big Bend programs are delivered by corporate and community volunteers who provide relevant, hands-on experiences that give students K-12 knowledge and skills in financial literacy, work readiness and entrepreneurship. In the Leon County and surrounding area, JA programming is coordinated and administered by Junior Achievement Big Bend, who provides the materials, scheduling, and the training needed for JA volunteers and teachers. With the help of hundreds of local businesses and classroom volunteers, JA Big Bend will reach nearly 3,000 students during the 2019-20 school year. Junior Achievement (JA) is the nation's largest and oldest organization 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 USA reaches more than 4 million students across the United States every year. By inspiring personal economic success, JA's vision is for students to become prepared workers and community leaders who provide higher standards of living in their communities, their state and their nation. For more information, go to jabigbend.org.

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