



## NEWS RELEASE

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### Junior Achievement Big Bend Joins the Global #GivingTuesday Movement

#### *Our Goal is to Bring Financial Literacy, Entrepreneurship and Work-Readiness Education to Local Students*

Tallahassee, Florida November 12, 2020 – Junior Achievement Big Bend has joined #GivingTuesday, a global day of giving that harnesses the collective power of individuals, communities, and organizations to encourage philanthropy and to celebrate generosity worldwide.

Occurring this year on December 1, #GivingTuesday is held annually on the Tuesday after Thanksgiving and the widely recognized shopping events Black Friday and Cyber Monday to kick-off the holiday giving season and inspire people to collaborate in improving their local communities and to give back in impactful ways to the charities and causes they support.

**“Junior Achievement helps young people create successful futures by giving them the skills and knowledge to be successful in the world of work,”** said Elyse Cornelison, JA Big Bend Director. **“We ask the Big Bend community for support of JA’s mission by going to our secure donation page and making a donation of \$35 on December 1, #GivingTuesday. [Click Here](#) Yearly, JA Big Bend reaches nearly 3,000 students. Our goal is to raise \$10,000 to give 285 more students access to JA programs, and we’re asking for the community’s support.”**

Educational inequality is a real challenge facing this community and beyond. Junior Achievement was founded in 1919 to fill this gap within the educational sector. JA Programs provide the next generation with the tools, resources, and support they need for a more equitable and just future. But we can’t do it without you. Help us #InspireTomorrows by donating today and invest in a student’s future. A \$35 donation provides programming for 1 student, \$175 for 5 students, \$350 for 10 students, or \$1,000 for 1 class. TOMORROW NEEDS US TODAY!

For more details about the #GivingTuesday movement, visit the #GivingTuesday website ([www.givingtuesday.org](http://www.givingtuesday.org)), Facebook page (<https://www.facebook.com/GivingTuesday>) or follow @GivingTues and the #GivingTuesday hashtag on Twitter.

## **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 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 reaches nearly 3,000 students yearly. 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](http://jabigbend.org).

## **About #GivingTuesday**

#GivingTuesday is a movement to celebrate and provide incentives to give—the 2020 iteration will be held on December 1, 2020. This effort harnesses the collective power of a unique blend of partners—nonprofits, businesses and corporations as well as families and individuals—to transform how people think about, talk about and participate in the giving season. #GivingTuesday inspires people to take collaborative action to improve their local communities, give back in better, smarter ways to the charities and causes they celebrate and help create a better world.

#GivingTuesday harnesses the power of social media to create a global moment dedicated to giving around the world.

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