



## NEWS RELEASE

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### FOR IMMEDIATE RELEASE

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### **Junior Achievement Manatee/Sarasota to Educate over 600 8<sup>th</sup> Grade Students on Economics with “A Day of Difference”**

MANATEE, FL – November 17, 2010 – Junior Achievement Manatee/Sarasota will host their “A Day of Difference” program and provide *JA Economics for Success* to 29 classes and over 600 eighth grade students. The educational seminar emphasizing work readiness, entrepreneurship, and financial literacy has been scheduled for December 14, 2010 at Brookside Middle School from 9:30 a.m. – 1:00 p.m., and December 15, 2010 at Booker Middle School from 7:30 a.m. – 11:00 a.m.

The “Day of Difference” program devotes a single school day to preparing students in the eighth grade for their economic future using the *JA Economics for Success* activity series. Aligned with the students’ academic content, the activities provide practical information about personal finance and the importance of identifying education and career goals based on the student’s skills, interests, and values. *JA Economics for Success* also demonstrates the economic benefits of staying in school and provides interactive, take-home materials for students, including a CD-ROM supplement and a newsletter with directions to complete an online career assessment.

Select students from Brookside and Booker Middle School’s will also be rewarded with real life working experience for a single day at one of the area’s Science, Technology, Engineering, and Mathematics or STEM employers. As in the real world, students will complete an application and interview for an available position at participating companies, such as Sun Hydraulics. Students, business partners, and teachers will then be given the opportunity via surveys to provide program and satisfaction feedback.

“Our ‘Day of Difference’ program is dedicated to helping students improve their decision making skills and learn some basics about financial and risk management through hands-on experience,” said Maggie Haley, executive director of Junior Achievement Manatee/Sarasota. “We are so grateful for the community’s participation, especially the numerous local business volunteers who continue to help us prepare our future generation for the real world.”

- MORE -



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**About Junior Achievement:**

Junior Achievement is the world's largest and fastest-growing non-profit economic education organization. The organization uses hands-on experiences to help young people understand the economics of life. In partnership with business and educators, Junior Achievement brings the real world to students, opening their minds to their potential. Programs are taught by classroom volunteers from the business community across America and in over 103 countries worldwide. Providing children with positive adult role models, who illustrate ways to build self-confidence, develop skills and find avenues of success in our free enterprise system, is a hallmark of Junior Achievement. For more information, telephone 941-361-1410 or visit [jamanatee.org](http://jamanatee.org).

***Grapevine Communications, a full-service, award-winning Advertising, Marketing and Public Relations firm based in Sarasota and serving clients nationwide, was awarded the 2010 Frank G. Berlin, Sr., "Small Business of The Year" Award by the Greater Sarasota Chamber of Commerce. For more information on Grapevine Communications, contact Jamie M. Smith at 941-351-0024 or email [pr@grapeinc.com](mailto:pr@grapeinc.com).***

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