



**Junior Achievement of Kentuckiana, Inc.
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NEWS RELEASE

For Immediate Release

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Local Schools and Businesses Partner with Junior Achievement of Kentuckiana to Inspire Students to Explore Career Options

October 25, 2023 – JA Inspire is a hands-on career exploration event for students in our Metro Louisville area. Many local businesses from across the region will be ready to show students what a day in the life of someone with their job looks like, how students can get that job, and what students need to do for the duration of their school career to be successful in that job.

The event will take place on October 25th, 26th, and 27th from 8:00 A.M. - 1:00 P.M. at the Kentucky Exposition Center. Jennifer Helgeson, JA President, states, "We are super excited to bring back *JA Inspire* for students with this being our tenth year of hosting the event. Last year, we were able to reach over 11,000 students and allow over 50 businesses an opportunity to connect with the future workforce."

This year over 9,000 8th, 9th, and 12th grade students are expected to participate in JA Inspire. Junior Achievement's staff has worked closely with school districts in seven counties, eleven school districts, and fifty-eight schools to make the program available to students across the area.

"JA Inspire is a direct opportunity for Louisville's business community to impact and change the lives of young people as they contemplate and work towards their own career goals. It is also an opportunity for regional businesses' to build a strong pipeline of local talent for the next ten to fifteen years. Students come to JA Inspire prepared with their questions – what will my future look like in your industry in ten years' time? I would encourage your business to become involved with JA Inspire to make a strong impact with Louisville's future workforce and business leaders." Christopher Manzo, Owner of SNDBX Design Collaborative and JA Inspire Committee Chair.



About Junior Achievement of Kentuckiana

Junior Achievement of Kentuckiana is dedicated to 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 programs are delivered by corporate and community volunteers, and provide relevant, hands-on experiences that give students from kindergarten through high school knowledge and skills in financial literacy, work readiness, and entrepreneurship. Today, JA of Kentuckiana reaches over 50,000 students per year in programs in 26 counties in Kentucky and Southern Indiana. Visit www.jaky.org for more information.