

PRESS RELEASE

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JUNIOR ACHIEVEMENT OF THE UPPER MIDWEST PARTNERS WITH DONALDSON TO INTRODUCE A NEW ONLINE LEARNING OPPORTUNITY

JA FINANCE PARK ONLINE HELPS STUDENTS WITH PERSONAL FINANCE SKILLS

Maplewood, MN – Junior Achievement of the Upper Midwest has partnered with Donaldson to help bring money management, budgeting and investment education to kids. JA Finance Park Online is taught by the classroom teacher and features 13 lessons. The traditional JA Finance Park features a 4.5 hour onsite simulation at JAUM's Maplewood facility.

Thanks to the generous support of the Donaldson Foundation, Junior Achievement of the Upper Midwest is excited to have the opportunity to take this premier JA program to the next level. JA Finance Park, a middle and high school curriculum focused on money management, will have a new look. JAUM is one of only two markets in the country that developed an innovative online simulation to complement the curriculum.

The Donaldson JA Finance Park Online Project allowed schools to pilot this unique program and have the results of this educational experience evaluated by the University of Minnesota Extension Office. In addition, JA was able to purchase a new server to support the data from this new program offering. JA Finance Park Online will distinguish JAUM as the leader in financial education for our students. And, because of the online component, students from the entire region will be able to participate in this relevant and engaging curriculum. Areas that participated in the pilot include: Minneapolis, Mankato, Duluth, and Bismarck, ND.

The Donaldson Foundation support of the pilot has launched this campaign and JAUM is well on its way to reaching its target, with \$215,000 towards a goal of \$525,000 currently raised. Also, the University of Minnesota evaluation of the online program results came back positive, showing that JA Finance Park Online produced significant changes in students' content knowledge of personal finance.

For more information, please contact Sara Dziuk at 651-255-0031.

About Junior Achievement of the Upper Midwest

Junior Achievement seeks to inspire the next generation to value free enterprise, business and economics in order to improve the quality of their lives. Junior Achievement of the Upper Midwest, founded in 1949, educates young people in Minnesota, North Dakota and western Wisconsin about enterprise, business and economics.

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