



Media Advisory

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Local Philanthropists Kick-Start Junior Achievement ‘Stability and Sustainability’ Campaign

Junior Achievement (JA) of Coastal South Carolina announces today receipt of a \$23,000 donation to the kick off of the JA year-end “Stability & Sustainability” fundraising campaign, with a goal of raising \$125,000 for the 2012 operations of the organization.

For over 45 years, Junior Achievement (JA) of Coastal South Carolina has harnessed the power of business volunteers to provide thousands of elementary, middle and high school students with the tools to own their economic success. This year has seen a surge in schools’ interest in the nationally recognized, grade specific JA programs that are correlated to South Carolina Teaching Standards. Currently, over 375 programs have been requested by teachers in our 9 county service area, more than double that of this time last year. The campaign to recruit volunteers in on-going, as is the campaign to raise funds to support the program’s growth.

“Our local JA Board of Directors is 100% committed to our mission, and has taken an active role in developing an achievable campaign to raise these critical funds,” said JA of Coastal SC President Chad Vail. “In addition, we are excited to announce that our ‘Stability & Sustainability’ campaign has been launched with a generous personal contribution of \$23,000 from Mary and Mason Holland of Charleston.”

“We are proud to contribute to the Junior Achievement program here in Charleston. Education of our children should always be a collective effort of schools, parents and the business community, the JA programs remind us of this important link and we hope others will follow our lead and support this great Charleston program” states contributor, Mason Holland.

“Junior Achievement programs bring critical relevance to classrooms and affirm the importance of graduation from high school. With local professionals volunteering to deliver relevant financial, entrepreneurship, and work readiness lessons, and contributors like the Holland’s recognizing their value, we are on course to achieve our goal of 10,000 students empowered to own their economic success through JA programs in the 11-12 academic year”, said JA Board Chair Dee Davidson, VP Operations, Alcoa Mt. Holly.

To contribute or volunteer *please visit* www.JACoastalSC.org

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About Junior Achievement of Coastal SC

Since 1966, Junior Achievement of Coastal South Carolina has been empowering volunteers to deliver JA's **credible, targeted, and proven financial literacy curriculum** to elementary, middle and high schools in Horry, Georgetown, Dorchester, Berkeley, Charleston, Hampton, Colleton, Beaufort and Jasper counties. Teachers welcome JA volunteers into their classrooms to share their powerful, primary source message: **The American Dream is Alive & Well**. It is imperative that we share these fundamental concepts in our classrooms – **Now More Than Ever! Please visit www.JACoastalSC.org** for more information including a specific volunteer opportunities list.