



**Young entrepreneurs hit the malls:  
Junior Achievement students selling  
their products Saturday, December 12.**

HALIFAX, NS, December 8, 2009 -- If you are looking for the perfect gift this holiday season, look no further. On Saturday, December 12, high school students from Junior Achievement of Nova Scotia's Company Program will hold trade fairs in malls in Halifax, Sydney and New Glasgow.

Achievers from Company Program learn how to be entrepreneurs by starting companies, and creating, marketing and selling products or services. The trade fairs are opportunities for the students to sell their products directly to the public. With 20 companies involved and products ranging from gel candles, jewelry, calendars, and photography services, there's sure to be something for everyone.

Trade Fair locations 9:30 a.m. to 5 p.m, Saturday, December 12:

- Halifax: Park Lane Mall
- Sydney: Mayflower Mall
- New Glasgow: Highland Square Mall

Come out and meet the students, support the next generation of entrepreneurs, and find that unique gift that is made right here in Nova Scotia.

Media are welcome to attend. Photo opportunities and interviews with students are available.

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### **About Junior Achievement of Nova Scotia**

Junior Achievement of Nova Scotia (JA) has been the leading provider of youth financial education and entrepreneurial activities in the province for 40 years. JA programs help students understand economic principles and develop entrepreneurial, leadership and interpersonal skills. JA experiences promote the skills, understanding and perspectives students need to succeed in a global economy and be productive, contributing members of society with an emphasis on three areas:

- Financial literacy
- Entrepreneurship
- Work readiness

In Nova Scotia, JA offers young leaders four programs free of charge, starting as early as grade six: *Our Business World*, the *Economics for Success*, *JA Titan* and the *Company Program*. To volunteer with Junior Achievement or for more information, please visit [www.janovascotia.org](http://www.janovascotia.org).

For more information please contact:

Lynn Coveyduck, President and CEO, Junior Achievement of Nova Scotia

Office: 902-454-4564

Cell: 902-240-0614

[lcoveyduck@janovascotia.org](mailto:lcoveyduck@janovascotia.org)