



Junior Achievers Showcase Their Companies Products And Are Willing To Sell To The Highest Bidder!

February 4, 2010: Entrepreneurial high school students in Nova Scotia are eager to sell to the highest bidder! This Saturday, February 6, Company Program participants from Junior Achievement of Nova Scotia will showcase their company's products at Park Lane mall in Halifax. Spectators are able to observe and purchase what these students have to offer their customers.

Company Program is designed to teach students how to run their very own business. Each high school company divides themselves into executive team, everything from President to production assistants. They sell shares to raise capital. After marketing the company's unique product to friends, family and attending such events as JA Tradeshows, they do the accounting to see if they have broken even or made a profit.

Two of JA's Company Programs have decided to donate a portion of their funds towards the Canadian Red Cross for the Haiti Relief effort. Lynn Coveyduck, President and CEO of Junior Achievement of Nova Scotia says, "This shows a true understanding of corporate social responsibility from the students in our program. These young people are such an inspiration to me, its amazing what they can accomplish when they put their smart business minds together."

Company Program businesses are real life business endeavors for high school students. Each student plays an active role in how the business is run, and ultimately their hard work and dedication to the business will tell whether or not the company will breaks even and repays shareholders.

The Junior Achievement Tradeshow will be taking place at Park Lane mall between 9 a.m. and 5 p.m. Saturday, February 6, where seven different JA companies will put their products on the line and see who has the best selling skills.

Join JA on Saturday, February 6 to see our future leaders at work! For more information visit www.janovascotia.org.

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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.

Contact Information for Junior Achievement of Nova Scotia

Cassidy Quinton
Program Assistant Junior Achievement
Tel: (902) 454-4564
Email: cquinton@janovascotia.org