



FOR IMMEDIATE RELEASE

February 3, 2012

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Junior Achievement of North Central Ohio Announces JA Titan Challenge

Junior Achievement of North Central Ohio is excited to announce the upcoming JA Titan Challenge on Friday, February 24th. The University of Akron will host the JA Titan Challenge from 7:45 am-2:30 pm at the Gary and Karen Taylor Institute for Direct Marketing located on the 5th floor of the Polsky Building.

Twenty-four student teams from area high schools including: Akron East, Archbishop Hoban, Copley, Ellet, Garfield, Medina Highland, Sparta Highland, Hudson, Nordonia, Ridgewood, Stow-Munroe Falls, Wooster, and Wayne County Schools Career Center will compete in the 2012 JA Titan Challenge. Using JA Titan, an online business educational program, teams will have the opportunity to create, manage, and operate their own virtual businesses.

By pairing each team with an area Business Mentor, students are able to see how the principles they learn during the JA Titan Challenge are applicable in the real world. During the virtual competition, students will experience how success or failure of a business depends on how well they manage key decisions such as pricing, marketing strategies, and R & D investments. Through this, students come to a better understanding of the competitive nature of the free enterprise system.

Winning teams will have the chance to receive both cash and scholarship prizes. The overall winner of the JA Titan Challenge will have the privilege of advancing to the JA Titan US Virtual Competition this April to compete for the title of national champion!

About Junior Achievement® (JA)

Junior Achievement is the world's largest organization dedicated to inspiring and preparing young people to succeed in a global economy. Through a dedicated volunteer network, JA provides in-school and after-school programs for students which focus on three key content areas: work readiness, entrepreneurship, and financial literacy. Junior Achievement strengthens our community by providing local students with the knowledge and skills necessary for them to succeed in work and life.

For more information on local programs please call 330.434.1875 or visit www.jaofnco.ja.org.

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