



## NEWS RELEASE

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### Young Entrepreneurs Wanted for Scholarship Competition Contestants Will Vie for a \$10,000 Scholarship

**MILWAUKEE, WISCONSIN** - Junior Achievement of Wisconsin is looking for student entrepreneurs to participate in the Young Entrepreneur (YE) competition to be held in Milwaukee on March 6, 2024. Wisconsin students who are between 10 and 18 years of age and opened their business on or before January 2023 are eligible to compete for scholarships against other young Wisconsin entrepreneurs.

The YE application can be downloaded from <https://wisconsin.ja.org/events/ja-young-entrepreneur-competition-statewide>. To be considered for the 2024 competition, students must submit a completed application, head shot, video pitching the student's business, a signed media release, and permission slip signed by a parent or guardian if the entrepreneur is under 18 years of age. The application deadline is midnight on Friday, January 12, 2024 at 11:59 PM CDT.

Four finalists will be selected to present their businesses live to a panel of celebrity judges in Milwaukee for a chance to win a \$10,000 scholarship. Smaller scholarships will be awarded to the other three finalists. The YE competition winner will be chosen based on business success, growth potential, and social involvement. Other considerations will be the entrepreneur's age when the business was started, strategic direction, innovation, personal integrity, leadership, and any special challenges the young entrepreneur had to overcome.

Junior Achievement is the world's largest organization dedicated to providing young people with the mindset and skillset to build thriving communities. Junior Achievement's programs - in the core pathways of career readiness, entrepreneurship, and financial literacy - ignite the spark in young people to experience and realize the opportunities and realities of tomorrow's workplace. Junior Achievement of Wisconsin impacted 121,606 students in the 2022-23 school year. More information can be found at [Wisconsin.ja.org](http://Wisconsin.ja.org).