

NEWS RELEASE

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Junior Achievement of Wisconsin Shines the Spotlight on Local Volunteer

MADISON, WISCONSIN – Aimee Davis was first introduced to Junior Achievement when she saw her niece, Emily, participate in JA BizTown, a business simulation that allows 5th graders to run a kid-sized town. Aimee watched Emily prepare for the experience during several weeks of classroom lessons where she learned how local businesses support their community, how challenging it is to apply for and secure a job, and what business owners must do to operate a successful company. Watching her niece integrate the Junior Achievement lessons and apply them to the small business she ran at JA BizTown brought the Junior Achievement mission to life for Aimee.

When Aimee got the chance, she joined the Junior Achievement of Wisconsin Board of Directors to help guide and support the South-Central Region. Her optimism, enthusiasm and strategic thinking has quickly made her a valuable member of the Junior Achievement of Wisconsin – South Central Region Board. Those traits fit with Aimee’s personal philosophy, which is explained by a Jack Ma quote - “Love what you do, inspire people through the hardest of times, and be willing to roll up your sleeves and do that work.”

“As the world becomes more and more complex, we need to ensure our future leaders are ready to take advantage of the opportunities ahead,” said Aimee. “Financial literacy, business acumen, and entrepreneurial skills are all needed to thrive in the workplace. Junior Achievement programs teach those skills to young people and are inspiring their tomorrows, today.”

Aimee has worked in the Marketing field for over 20 years and is currently the Vice President of Marketing, Communications, and Community Affairs at Alliant Energy in Madison, Wisconsin.

About Junior Achievement

Junior Achievement of Wisconsin (JA) has provided financial literacy, entrepreneurship, and career readiness programming to students in South Central Wisconsin for more than 20 years. Through partnerships with corporate volunteers, educators, and local donors, JA fulfills its vision for a world where young people have the skillset and mindset to build thriving communities. Over the past 5 years, Junior Achievement of Wisconsin has used a dedicated core of 1,528 volunteer mentors to serve 37,540 students in South Central Wisconsin.