

NEWS RELEASE

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JA Finance Park Expands Facility with Two New Partners

MILWAUKEE, WISCONSIN – Acuity Insurance and Concordia University are partnering with Junior Achievement to sponsor “storefronts” at JA Finance Park®, a simulation lab located in the Junior Achievement of Wisconsin headquarters at 11111 W. Liberty Drive, in Milwaukee. The ribbon-cutting of their new storefronts is on November 15, 2023, at 10:00 AM. Students from Milwaukee Public Schools Thoreau School will be in attendance.

JA Finance Park is a unique learning experience for sixth through ninth grade students who attend school within a 90-mile radius of Milwaukee. Students first complete a 14-lesson curriculum, where they learn the basics of building a budget and making the hard choices between needs and wants. Then students arrive at JA Finance Park, where they are assigned a life persona upon which they must build and balance their budget.

Students visit business “storefronts” to learn the costs of rent, house payments, utilities, insurance, entertainment, and other typical monthly payments. Students learn quickly how expensive it is to have children, how a low-income job restricts how much you can spend on things you want, and how to successfully achieve a balanced monthly budget. About 20 volunteers are needed each day to guide the 50+ students who attend JA Finance Park each day.

“Acuity is proud to be a longstanding partner of Junior Achievement, and we are excited to extend that partnership through JA Finance Park,” said Acuity President Melissa Winter. “This lab helps students prepare for their financial future, and the Acuity storefront will help them better understand the importance of insurance while exploring careers in the insurance industry.”

JA Finance Park storefronts include Educators Credit Union, Russ Darrow Automotive Group, UW-Milwaukee, We Energies Foundation, BMO, ManpowerGroup and several other businesses that represent the typical expenses an adult has every month. During the 2022-23 school year, nearly 4,600 students from southeast and south-central Wisconsin schools participated in JA Finance Park.

“Concordia shares Junior Achievement's commitment to equip and inspire learners to help build thriving communities. JA’s storefront experiences teach valuable life lessons and skills that impact the next generation of leaders and volunteers in our community. We are proud to partner with Junior Achievement,” said Lisa Liljegren, Vice President of Marketing and Communications.

The mission of Junior Achievement of Wisconsin is to inspire and prepare young people to succeed by recruiting and training community volunteers to teach K-12 students about financial literacy, entrepreneurship, and career readiness. JA learning experiences give students the skillset and mindset to build thriving communities.

About Acuity

Acuity Insurance, headquartered in Sheboygan, Wisconsin, insures nearly 150,000 businesses, including nearly 350,000 commercial vehicles, and more than 550,000 homes and private passenger autos across 31 states. Rated A+ by AM Best and S&P, Acuity employs more than 1,600 people.

About Concordia University

Concordia University is a tight-knit, Christian learning community that makes a significant impact on the world. Offering more than 80 precollege, undergraduate, graduate, and doctoral programs online and in-person, learners at all levels prepare to lead and serve in their chosen fields of study and throughout their life’s callings. Since 1881, Concordia has been developing students in mind, body, and spirit for service to Christ, the Church, and the world. Concordia University is affiliated with The Lutheran Church – Missouri Synod.