

## NEWS RELEASE

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### Junior Achievement of Wisconsin Expands Coulee Region Board of Directors

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**La Crosse, October 23, 2024** – Junior Achievement of Wisconsin announced today the expansion of its Board of Directors for its Coulee Region in Northwest Wisconsin. La Crosse native, Lindsey Lindberg will join the nonprofit organization’s volunteer board October 28 bringing 20 years of local industry experience to the role.

Born and raised in La Crosse, Lindberg currently resides in Holmen with her husband and four children. The Market & Johnson, Inc. Payroll Administer with 20 years of construction industry experience says she is looking forward to contributing to the future success of the youth-focused community organization active in the Coulee Region since 2009.

“I enjoy setting new goals for myself, working hard to achieve them, and making a positive impact along the way,” said Lindberg. “I’m excited to bring those qualities to my new role and contribute to the continued success of JA of Wisconsin in helping our area youth navigate their way towards economic and financial success.”

In her new role, Lindsey will work to support and grow Junior Achievement’s K-12 educational programming in financial literacy, work readiness, and entrepreneurship and open new pathways as it seeks to expand programming to 18-to-25-year-olds to provide young adults with critical life skills.

#### **About Junior Achievement**

Junior Achievement is the world's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their future, and make smart academic and economic choices. JA learning experiences are delivered by corporate and community volunteers and provide relevant, hands-on lessons that give students from kindergarten through high school knowledge and skills in financial literacy, work readiness, and entrepreneurship. Additionally, Junior Achievement is expanding its reach to 18-to-25-year-olds to provide young adults with critical life skills. Since 2021, Junior Achievement volunteers have taught life skills learning experiences for 14,653 students in the Coulee area. For more information, visit [Wisconsin.ja.org](http://Wisconsin.ja.org).