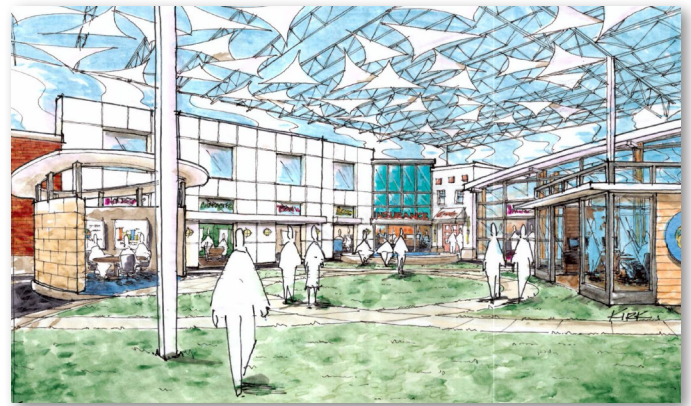


JA BizTown & JA Finance Park

Developed to educate. Designed to inspire. Imagine a generation where young people know how to budget, save and invest; a generation armed with the confidence and understanding to take control of their financial futures, their careers and achieve their dreams. With your support, this is all possible as we provide Gwinnett County middle school students with a 360-degree educational experience that begins in the classroom and culminates with a one day visit to JA BizTown or JA Finance Park.



JA BizTown will be organized around a central gathering area, the design is based on the seat of Gwinnett. The simulation creates an opportunity where students are able to interact within a simulated economy and take on the role of employee, tax payer and consumer. During the visit to JA BizTown students receive job assignments and work in teams at their assigned business. By the end of the simulation each student completes a day's work, develops a personal budget, and makes purchasing decisions.



JA Finance Park design concept is a "City of Tomorrow." Not the future, but inspired by modern day Gwinnett, incorporating modern architectural elements of glass, steel, and concrete. The simulation allows students to experience their personal financial futures first-hand. Upon entering the center, students receive a 'life situation' with job, income, education, and family scenarios. Based on their adult persona, students visit businesses to gather details to make wise financial decisions, such as managing a household budget.

91%

Increasing Financial Literacy

91% of JA BizTown students understand basic financial concepts such as profits and expenses and how they relate.*

94%

Lifetime Experience

94% of students see a strong connection between choices they made in the simulation and real-life choices they will face*

94%

Primed for Future Success

94% of students report that they now see why school and education are important to the lifestyle they want to live.*