

Target Audience: JA Area Presidents and EY Board Members

Junior Achievement USA and Ernst & Young LLP. are excited to expand our longstanding national collaboration by inspiring the next generation of entrepreneurs. EY is serving as national sponsor for the JA Launch Lesson, which aligns with National Entrepreneurship Month in November of 2017, 2018, and 2019.

Currently, over 50 JA Areas have EY represented on local JA Boards of Directors and last year more than 3,600 EY employees impacted 37,000 students with JA programs across the United States.

About JA Launch Lesson

JA Launch Lesson is an inspirational one-hour experience designed to be led by entrepreneurs and small business owners that explores entrepreneurship and highlights the opportunities, challenges, and preparation required for successful participation in the global economy.

This sponsorship allows JA to use enhanced media, such as digital advertising, PR outreach, and more robust social media promotion around the month of November. This will further position JA as a thought leader in entrepreneurship education for K-12 students and generate significant awareness for EY in the process.

Local Engagement

Due to strong EY leadership on JA Boards, committed EY employee volunteers, and flexible volunteer options that fit the needs of local communities, EY is one of the largest volunteer firms for Junior Achievement across the United States. In addition to existing volunteer initiatives, the JA Launch Lesson provides unique volunteer engagement opportunities for EY employees that may include:

- Recruiting entrepreneurs to facilitate the JA Launch Lesson and attend the lesson, then introduce the entrepreneur if desired
- Attending local events or mixers associated with the JA Launch Lesson and National Entrepreneurship Month
- Engaging in the implementation of associated JA entrepreneurial programs or experiences after the JA Launch Lesson

We hope that this national sponsorship serves as a conduit for new collaborative ways to empower young people to own their economic success.



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