



## News Release

### FOR IMMEDIATE RELEASE

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### **Junior Achievement announces naming of Jim Victor JA Finance Park®**

(Moline, IL) – On this JA Day, it is with great pleasure that we announce the naming of the acclaimed JA Finance Park in the new Junior Achievement Inspiration Center as the Jim Victor JA Finance Park®.

Junior Achievement is the leading nonprofit organization dedicated to empowering young people with financial literacy, and we are delighted to announce this naming that commemorates the outstanding contribution and commitment of local entrepreneur, Jim Victor, to the mission of financial education and youth empowerment through Junior Achievement learning experiences.

Junior Achievement held a special place in Jim's heart. In JA, he saw how the basic financial tools of life and business were presented, encouraged, and made achievable at every age for those who participated and were eager to learn. Jim was a catalyst for Junior Achievement, a genius in the financial industry, and a friend to all. He was the epitome of an entrepreneur and humanitarian. "During his life, Jim's unwavering support of JA and local students was instrumental in our efforts to provide students with the knowledge and tools they need to thrive in today's economy. The Jim Victor JA Finance Park will continue his legacy of educating youth for generations to come about the importance of things like savings, budgeting, and investing for their futures," said Dougal Nelson, President & CEO, Junior Achievement of the Heartland.

Jim Victor JA Finance Park stands as a beacon of financial education, providing students with hands-on experiences in budgeting, saving, and making informed financial decisions. This innovative facility will serve as a transformative learning environment for 3,000 middle school and junior high students each school year, equipping them with essential life skills for economic success. Through partnerships with local schools, businesses, and volunteers, JA of the Heartland continues to expand its reach and impact, reaching more young people than ever before.

The JA Finance Park® program offers a dynamic and immersive learning experience, featuring interactive curriculum modules and mentorship programs designed to instill financial responsibility and entrepreneurship in participants. Upon entering Jim Victor JA Finance Park, each student is provided a



tablet with a randomly generated unique “life persona” – a personal profile with the details of their “adult life”, including job title, annual salary, age, marital status, debt, savings and credit score. Led by their volunteer facilitator, students visit life-like store fronts, exploring the advantages and disadvantages of the line items in their monthly budget. They will make choices on transportation, groceries, buying or renting a home, obtaining loans, insurances, savings accounts, investments and charities– balancing up to 22 expenses without exceeding their budget. By the end of the simulation, students recognize that the decisions they make about education and career will have an impact on their potential income and quality of life.

This naming announcement comes during the capital campaign to raise the funds for the new JA Inspiration Center that will house JA BizTown® & Jim Victor JA Finance Park®. We continue to strive to reach our goal of \$3.25 million before opening the new facility in October 2024. To date, we have raised \$2.46 million towards the goal. Follow this link to donate and invest in students’ lives - <https://heartland.ja.org/campaign/ja-inspiration-center-capital-campaign>.

For more information about our programs and initiatives, please visit [heartland.ja.org](http://heartland.ja.org).

### **About Junior Achievement of the Heartland**

Junior Achievement is 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 programs are delivered by corporate and community volunteers and provide relevant, hands-on experiences that give students from kindergarten through high school knowledge and skills in financial literacy, work readiness and entrepreneurship.

Locally, Junior Achievement of the Heartland serves 24 counties in eastern Iowa and western Illinois. Visit [heartland.ja.org](http://heartland.ja.org) for more information.

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