

FOR IMMEDIATE RELEASE

April 5, 2026

Junior Achievement of Baton Rouge Approaches 70 Years of Impact

Empowering youth through real-world career guidance and leadership development.

On August 28, 2026, Junior Achievement of Baton Rouge will celebrate 70 years of empowering youth across our region through financial literacy, work readiness, and entrepreneurship education. Since 1955, JA has partnered with schools, businesses, and volunteers to deliver hands-on learning experiences that prepare students for success in a global economy.

From JA BizTown to JA Day, JA Mentoring Men, and JA Leading Ladies, our programs have reached tens of thousands of students, helping them build confidence, career awareness, and essential life skills.

“Junior Achievement does a great job of preparing volunteers and making the curriculum easy to teach,” said Wendi Berthelot, JA Board Chair, Director of Audit & Assurance Services at LaPorte CPAs and Business Advisors and frequent JA volunteer. “You enter a classroom and see students engaged, asking questions—it’s a great feeling knowing this may be an eye-opening experience for a child who’s never been exposed to financial concepts at home.”

Destiny, a Junior Achievement alumna, shared: “Because of JA, I discovered my passion for business and leadership. The mentorship and hands-on experiences gave me the confidence to pursue a career I never thought possible.”

As we approach this milestone, we’re inviting media partners to help us spotlight the incredible stories of students, educators, and volunteers who have shaped JA’s legacy in Baton Rouge. We would love to work with your team to feature Junior Achievement in a segment that highlights our history, impact, and future vision.


Please let us know if you’d be interested in scheduling interviews, classroom visits, or a feature story. We’re happy to provide additional materials, contacts, and visuals to support your coverage.

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