



NEWS RELEASE

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JUNIOR ACHIEVEMENT (JA) OF THE HEARTLAND WINS CAREER EXPLORATION GRANT

Destination & Travel Foundation helps local JA students explore travel and tourism industry.

[Moline, IL]— Area high school students are realizing the importance of the travel and tourism industry to our local economy, thanks to the generous sponsorship of the Destination & Travel Foundation.

Junior Achievement of the Heartland is one of only 16 JA operations nationally to receive this year's Destination & Travel Foundation grant to support the implementation of *JA's Travel & Tourism* supplemental activities. The program supplements introduce students to exciting career opportunities in the travel and tourism industry, and also demonstrate how this industry helps the local economy. The supplements are designed for high school students taking part in any JA program. Local employees from the industry lead discussions through the supplemental program. Following participation in the supplement, students will be able to:

- Demonstrate the effect the travel and tourism industry has on local, national and global economies and communities.
- Analyze how the travel and tourism industry can influence a person's quality of life through employment opportunities and personal benefits of travel.

"Junior Achievement appreciates Destination & Travel Foundation's commitment to promoting the unlimited career opportunities within this industry to our youth," said Junior Achievement of the Heartland President, Barbara VenHorst.

About JA Worldwide® (Junior Achievement)

Junior Achievement is the world's largest organization dedicated to inspiring and preparing young people to

succeed in a global economy. Through a dedicated volunteer network, Junior Achievement provides in-school and after-school programs for students which focus on three key content areas: work readiness, entrepreneurship, and financial literacy. Today, 127 individual area operations reach more than four million students in the United States, with an additional 5.8 million students served by operations in 123 other countries worldwide. For more information, visit www.ja.org.

Locally, JA of the Heartland work with more than 56,000 students in 24 counties in eastern Iowa, western Illinois and southwestern Wisconsin, 3,700 volunteers from the business community and 260 schools and youth organizations. For more information, visit www.jaheartland.org.

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