

NEWS RELEASE

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Junior Achievement of El Paso Joins the Global #GivingTuesdayNow Movement in Response to COVID-19

Goal is to Bring Financial Literacy, Entrepreneurship and Work-Readiness Education to El Paso Students

El Paso, TX – Junior Achievement of El Paso has joined the #GivingTuesdayNow movement, set to begin May 5, 2020. This global day of unity strives to harness the collective power of individuals, communities, and organizations in the emergency response effort to help communities and nonprofits who have been impacted.

“Junior Achievement helps young people create successful futures by giving them the skills and knowledge to be successful in the world of work,” said Elizabeth Terrazas, President of JA of El Paso. “With COVID-19, we are now providing our programs online. We ask that during this critical time, the El Paso community continue to support JA’s mission by going to jaelpaso.org and making a donation of \$25 on May 5, Giving Tuesday Now. Our goal is to give our local students greater access to JA programs, and we’re asking for the community’s support.”

In an effort to contribute to the commendable work of Junior Achievement, we have set a goal to raise **\$10,000** through personal donations. We are asking the residents of El Paso to help us, help those that utilize our programs to become prepared young people ready to face today's economic climate.

All proceeds will directly benefit Junior Achievement of El Paso.

For more details about the #GivingTuesday movement, visit the #GivingTuesdayNow website (now.givingtuesday.org), Facebook page (<https://www.facebook.com/GivingTuesday>) or follow @GivingTues and the #GivingTuesdayNow hashtag on Twitter.

About Junior Achievement of El Paso

Junior Achievement of El Paso (JA) is a 501(c)(3) not-for-profit organization that teaches El Paso students the knowledge and skills they need to manage their money, plan for their future, and make smart academic, career and economic choices. Since 1967, JA has taught El Paso students, kindergarten through high school, about financial literacy, work readiness and entrepreneurship. Delivered by more than 580 corporate and community volunteers, the organization’s hands-on, age-appropriate programs are designed to empower students to own their economic success. Junior Achievement of El Paso educated over 7,000 students during the 2018-2019 school year. Follow JA on Twitter @JAofElPaso and Instagram @jaofelpaso, and like the organization on Facebook (www.facebook.com/jaelpaso). For more information, visit jaelpaso.org

About #GivingTuesdayNow

#GivingTuesday is a movement to celebrate and provide incentives to give—normally on the Tuesday following Thanksgiving. #GivingTuesdayNow is a special effort aimed to support nonprofits providing services in response to COVID-19. This effort harnesses the collective power of a unique blend of partners—nonprofits, businesses and corporations as well as families and individuals—to transform how people think about, talk about and participate in the giving season. #GivingTuesdayNow inspires people to take collaborative action to improve their local communities, give back in better, smarter ways to the charities and causes they celebrate and help create a better world. #GivingTuesdayNow harnesses the power of social media to create a global moment dedicated to giving around the world.

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