

NEWS RELEASE – May 18, 2021

**EDMONTON, AB
YELLOWKNIFE, NORTHWEST TERRITORIES**

YELLOWKNIFE STUDENTS JOIN JUNIOR ACHIEVEMENT NORTHERN ALBERTA & NWT DURING FUTURE LEADERS WEEK AT NAIT

Junior Achievement North Alberta & NWT is pleased to announce its re-entry to NWT this year with the delivery of financial literacy, work readiness and entrepreneurship programs to 150 students in Yellowknife. "It has been several years since we have delivered programs in Northwest Territories, but thanks to virtual delivery options, we were able to save on travel costs and deliver programs to junior high students in Yellowknife," says Janice Krissa, Senior VP, Junior Achievement. "We were thrilled to receive funding from the Nunastar Fund for Northern Children to support these valuable programs in the North. We appreciate the fund support made possible by Nunastar Properties Inc. and hope to expand the delivery to more students in the Northwest Territories in coming years. We are looking to connect with members of the community so we can deliver our programs through a rich partnership that addresses the needs and culture of NWT's youth."

Junior Achievement's Future Leaders Weeks (FLW) is an annual event hosted by NAIT and the JR Shaw School of Business. This year, close to 1700 students in grades 8 through 12 visited NAIT's Centre for Applied Technologies virtually, where students listened to keynote speakers share their stories, receive JA programming delivered by volunteers from local businesses and post-secondary institutions, and learned more about community partners, such as CAREERS, The Next Generation and Skills Canada. For the FIRST-TIME ever, students from schools in Northwest Territories and rural Northern Alberta communities were included in the week-long event. The JA financial literacy, work readiness and entrepreneurship programs were delivered virtually by volunteers, including NAIT instructors and leaders in the business community. Today's Future Leaders Week program was formed by JA alum, volunteer and program manager, Randy Rosen.

About Junior Achievement (JA)

Junior Achievement is the world's largest NGO dedicated to educating young people about business. We strive to inspire and prepare youth to succeed in a global economy. With over 120 member organizations worldwide, JA brings a global view of business to local communities. We partner with educators, donors and volunteers to bring a real-world experience into the classroom. Our programs focused on financial literacy, work readiness and entrepreneurship give students the skills and confidence they need to become leaders of tomorrow.

- Achievers are 3x less likely to spend more than they earn
- Achievers earn 50% more, on average than those who do not benefit from our programs.

- 65% of Achievers indicate that JA had a significant impact on staying in school and enrolling in post-secondary education
- Over 75% of Achievers would retake the program and recommend it to their peers
- Over 80% of Achievers cite JA as important in developing their analytical capabilities and business sense.

About Nunastar Fund for Northern Children

Nunastar Properties has been an active corporate citizen in the communities in which they operate for over 50 years. In 2009, the Nunastar Fund for Northern Children was introduced which is a \$1.987 million endowment fund dedicated to "the health, education and well-being of children and youth in NWT and Nunavut".

Each year, charitable organizations that promote the growth and betterment of children and their families are selected to receive contributions from the Nunastar Fund. Since 2009, the Nunastar fund has provided support to a number of truly exceptional organizations that have made a real impact on the lives of northern youth.

CONTACTS:

Junior Achievement Northern Alberta & NWT - President & CEO, Jennifer Martin
780-993-9310 / jmartin@janorthalberta.org

Junior Achievement Northern Alberta & NWT – Senior Vice President, Development, Janice Krissa
780-965-8647 / jkrissa@janorthalberta.org

Nunastar - Director, Sales and Marketing, Kelly Martin, 780-566-0640 / kelly@nunastar.com