



Junior Achievement®

Students Meet The World Of The Global Marketplace

(NAPSA)—A new program is teaching middle grades students how the world of world trade works. It also emphasizes the importance of cultural exchange in trade relations, and how trading with other countries affects them on a daily basis.

Created by the world's largest nonprofit economic education organization—Junior Achievement (JA)—the program is being unveiled in classrooms across the country this fall. It is titled JA Global Marketplace and has been underwritten by MasterCard International.

JA Global Marketplace is the first of three new classroom-based middle-grades programs, and is part of JA's ongoing commitment to providing students with learning experiences that align with academic standards.

The program's six volunteer-driven, classroom activities emphasize social studies, mathematics, reading and writing. They also encourage students to analyze past and current events and international business concepts and practices. The programs emphasize the effect of recent technological advances and how they facilitate trade and improve productivity.

In addition, there is a CD-ROM to be used as an interactive take-home tool for students.

According to JA Worldwide Board Member Bill Mathis, MasterCard International's Senior Vice President-Member Relations, North America, "We're pleased to help offer this quality program that will teach students the importance of mutually beneficial trade throughout the world."



A new program has been created to teach middle-grade students how trading with other countries affects them on a daily basis.

Said Mathis, "We believe JA Global Marketplace not only gives students a view of the global community, it also provides real-world business concepts that they'll be able to apply to their daily lives both now and in the future."

David S. Chernow, president and chief executive officer of JA Worldwide, added, "JA is proud to join with our friends at MasterCard International to bring students this exciting new program. JA is a global organization, and JA Global Marketplace reflects the importance we place on students' understanding of international relations and trade."

It's estimated the program could reach over 700,000 students nationwide. Overall, Junior Achievement programs reach four million students in the U.S. and another two million students in 98 countries.

For more information, visit www.ja.org or write JA Worldwide Headquarters, One Education Way, Colorado Springs, CO 80906. You can also contact the nearest JA office.