

FOR IMMEDIATE RELEASE

Empowering the Next Generation: Over 8,500 Student Learning Experiences Delivered During Financial Literacy Month

Edmonton, AB – December 2, 2024

JA Northern Alberta is proud to announce a transformative milestone this past Financial Literacy Month, reaching over **8,500 students** with critical financial literacy programming across the region. This achievement is powered by community collaboration, including the generous sponsorship of **Servus Credit Union**, which enabled **4,400 student learning experiences**—a testament to the power of partnership in shaping our future leaders.

In an era marked by financial challenges—rising costs, inflation, and economic uncertainty—the need for financial literacy has never been more urgent. JA Northern Alberta is on the frontlines, equipping young people with the tools to take control of their financial futures and navigate through these issues with confidence.

“At JA Northern Alberta, we believe there’s no greater investment than empowering youth with the skills to make informed financial decisions,” said **Cheryll Watson, CEO of JA Northern Alberta**. “Thanks to the incredible support of partners like Servus Credit Union, we’re inspiring a generation to take control of their financial futures and build stronger communities.”

“Helping students build a strong foundation in personal finances aligns perfectly with Servus's commitment to improving financial resilience for all Albertans,” shared **Don Norris, Head of Marketing at Connect First and Servus Credit Union**. “We’re proud to collaborate with JA Northern Alberta to inspire and educate young minds about the power of smart money management.”

Local entrepreneurs and changemakers at **Poppy Barley** have also embraced this mission through their **Future Fund**, which supports community initiatives like JA’s financial literacy programs. “Girls experience a rapid decline in confidence during their teen years, making targeted initiatives like this even more critical,” said **Kendall Barber, co-founder of Poppy Barley**. “Empowering young people to manage their finances wisely creates ripple effects that benefit families and communities. We’re honoured to support JA in building a more equitable and financially confident future.”

As Financial Literacy Month has come to a close, JA Northern Alberta calls on the community to ensure these life-changing programs reach even more students. **Your support matters**. Every donation helps provide youth with the knowledge and tools to succeed in an uncertain world. Donations can be conveniently made online at <https://janorthalberta.org/finlitmonth2024/>.

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Junior Achievement Northern Alberta has been providing financial literacy, entrepreneurial, and work readiness programs for 60 years. JA alumni go on to build successful businesses and enrich communities.