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Empowering Tomorrow's Leaders Today: Junior Achievement Northern Alberta and Edmonton Chamber of Commerce Unite to Shape Edmonton's Future Economy

Edmonton, AB – December 2, 2024 – Two of Edmonton's most impactful business organizations, [Junior Achievement Northern Alberta \(JA\)](#) and the Edmonton Chamber of Commerce (ECC), have developed a transformative partnership that promises to redefine the future of entrepreneurship and economic vitality in Edmonton.

This partnership brings together JA's six decades of empowering youth with essential skills in financial literacy, work readiness, and entrepreneurship, and the ECC's influence as the voice of over 2,000 businesses across diverse industries. Together, they aim to equip Edmonton's youth with the tools, mentorship, and real-world experiences needed to become tomorrow's business leaders and changemakers.

"For generations, Edmonton has been a city of innovators and builders," said Doug Griffiths, President & CEO of the Edmonton Chamber of Commerce. "Our partnership with Junior Achievement is a powerful way to pay it forward—to invest in our youth today, ensuring that Edmonton's future economy thrives on creativity, resilience, and entrepreneurship. This collaboration isn't just about teaching skills; it's about creating opportunities for young people to lead and succeed in a changing world."

The power of mentorship is at the heart of this initiative. JA alumni frequently cite their mentors as pivotal to their success. From learning how to navigate challenges to seizing opportunities, the guidance of seasoned business leaders is a critical ingredient in developing entrepreneurial confidence.

"We're proud to partner with the Edmonton Chamber of Commerce to connect students with the leaders who have shaped Edmonton's dynamic business landscape," said Cheryll Watson, CEO of Junior Achievement Northern Alberta. "This is about more than just business; it's about empowering young people to believe in their potential and equipping them with the skills to build a brighter future for themselves and our community."

As Edmonton faces an evolving economic landscape, cultivating a robust entrepreneurial ecosystem is vital. This partnership leverages the expertise and networks of both organizations to create a ripple effect: businesses shaping future talent, youth driving innovation, and a community strengthened by a shared vision of prosperity.

One of the flagship initiatives of this partnership is the JA Company Program – an 18-week, after-school program where students work directly with business mentors to create a company, develop a product, and ultimately pitch their venture in a dragon's den-style "Big Pitch" event. These experiences go far beyond the classroom, providing students real-world problem-solving skills, resilience, and entrepreneurial drive. JA alumni frequently credit their mentors as pivotal in their success, as business leaders generously share both the lessons and advice they wish they had received in their careers.

The partnership will officially launch with a series of events in December, marking the beginning of an initiative that prioritizes investing in youth as a cornerstone of Edmonton's future prosperity.

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About Edmonton Chamber of Commerce

For 135 years, the Edmonton Chamber of Commerce has championed growth, innovation, and profitability in Edmonton's business community. Representing members ranging from small businesses to large enterprises across all sectors, we advocate for their interests at all orders of government, fostering a thriving and sustainable business environment. Our strategic partnerships and innovative services empower businesses to succeed and contribute to Edmonton's prosperity. To learn more, visit: www.edmontonchamber.com/about

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Junior Achievement Northern Alberta

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. To learn more, visit: <https://janorthalberta.org/>

