



## **9TH ANNUAL JUNIOR ACHIEVEMENT STOCK MARKET CHALLENGE OPENS HIGH WITH VIP GUESTS AND TOP STUDENTS**

FOR IMMEDIATE RELEASE — October 16, 2024

Contact: Anmarie Pisano, [anmarie@pisanoslater.com](mailto:anmarie@pisanoslater.com)

Miami, FL – Junior Achievement of Greater Miami will kick off their annual stock-trading student competition tomorrow, October 17th, at Akerman LLP in Brickell City.

A record 3,310 students at 30 schools participated in the programming at their high schools over the month of September, learning how to trade stocks and how the market works. This includes three schools from Key Largo in Monroe County, the first from the Keys to join this program.

Now, the top 50 teams, coming from 20 schools, will compete live for a trophy, bragging rights, and the opportunity to represent Miami at the national level with Junior Achievement USA.

The live event, open to media with RSVP, will include expected visits from Lourdes Diaz (Chief Academic Officer of Miami-Dade County Public Schools), Wallace Aristide (State Representative, District 107), Karyn Cunningham (President, Miami-Dade League of Cities, and Mayor of Palmetto Bay), and Juan Fernandez-Barquin (Miami-Dade County Clerk of Court and Comptroller).

David Lawrence, founder of The Children's Movement of Florida, will ring the opening bell. Lourdes de la Mata Little, President and CEO of JA Miami, will greet the students.

During the event, students will model two months of stock trading, asking themselves the age-old question that professionals answer every day: *how would you spend \$1,000,000?*

The event will also include a high-energy, action-packed version of the competition for financial professionals and brand sponsors, to be held that evening.



“We’re thrilled to be working once again with the Miami-Dade schools on this program,” said de la Mata Little. “This is a fantastic opportunity for our students to experience the excitement of a financial career hands-on, and to learn more about the career opportunities that are open to them. When we come together as a community to support our youth, we see the most amazing things happen for them, and the community we live in is so much better for it.”

To attend, or for wrap-up details and photos, please email [annmarie@pisanoslater.com](mailto:annmarie@pisanoslater.com).

**About:** [Junior Achievement of Greater Miami](#) reaches over 37,000 public students from Miami-Dade and Monroe Counties per year. They provide free lessons in financial literacy, work and career readiness, and entrepreneurship. These lessons align with national and state educational standards and are delivered in our public schools with the help of our education partners and volunteers from the local community. JA Miami was awarded the coveted Five Star Status for 2023-2024 from JA USA, as well as this year’s NOVO Award from the Miami Chamber of Commerce.