

# NEWS RELEASE

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## Former Girl Scouts Badgerland Council Executive Joins Junior Achievement

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**Monona, Wisconsin.** Lori Astell recently joined Junior Achievement of Wisconsin as the South-Central Region Director. She will oversee fundraising efforts, strategic planning, and program execution of K-12 classroom learning experiences in thirteen Wisconsin Counties, south of a line from Milwaukee to Prairie du Chien and west from Dodge, Jefferson, and Walworth Counties to the Mississippi River. Most recently serving as Chief Experience Officer with the Girl Scouts Badgerland Council, Astell brings over 20 years of experience in fundraising, team leadership and program implementation to her new role with Junior Achievement of Wisconsin.

“Lori’s passion for developing and empowering young people aligns perfectly with our organization’s values and goals,” said Julie Granger, President of Junior Achievement of Wisconsin. “Her non-profit experience will be invaluable as we seek to expand our reach to more students in southern Wisconsin.”

The mission of Junior Achievement of Wisconsin is to inspire and prepare young people to succeed by recruiting and training community volunteers to teach K-12 students about financial literacy, entrepreneurship, and career readiness. During the 2023-24 school year, over 9,200 students are registered for JA programs in South-Central Wisconsin.