

## NEWS RELEASE

**FOR IMMEDIATE RELEASE: February 16, 2026**

**Contact:** Susan Peterson, Regional Director, Junior Achievement of Wisconsin Northwest & Coulee Areas  
speterson@jawis.org | Phone: 715.214.1124 | Cell: 608.219.3774 | coulee.ja.org

### **Stock Market Simulation Promises ‘Fun, Food and Philanthropy’**

**LA CROSSE, WIS.**—Leaders from La Crosse’s business community will go toe to toe as they try to beat the market and take the top spot as stock traders in support of local Junior Achievement educational programs this Thursday, February 19 from 5–8 p.m. at The Waterfront’s Cargill Room in La Crosse. The event, dubbed “The Portfolio Playoff” features a high-tech simulation of the fast-paced excitement of a stock trading floor.

A total of 20 teams of local community-centric business leaders will attempt to show their grit without losing their shirts during an unpredictable ride through the twists and turns of the stock market made to be interactive, engaging and accessible. Teams buy and sell stocks from live “traders” who instantly process transactions. News releases and stock tips are delivered throughout the game to guide strategy and after 60 (simulated) days of trading, the team with the largest portfolio wins.

Players will refuel between trading sessions with heavy appetizers, beverages and spirits throughout the evening. Teams still feeling after their time on the trading floor can enter to win raffle prizes and unlock bonus perks including extra trading dollars and exclusive floor trader advantages. All proceeds directly support Junior Achievement programs in the Coulee Area.

The event is made possible by Premier Sponsor, Trust Point, and additional sponsorships from Market & Johnson, Altra Financial Advisors, Kwik Trip, The Insurance Center, WNB Financial, DBS Group, Citizen’s State Bank, Trane Technologies, State Bank Financial, Coulee Bank, Advisors Management Group and the La Crosse Chamber Young Professionals group.

“This is the first time we’re holding this event for adults. It’s based on the “Stock Market Challenge” event we run with area high school students to expose them to the basic principles of stock trading and financial management,” said Susan Peterson, Regional Director for Junior Achievement of Wisconsin’s Northwest & Coulee Areas. “We’re excited for the opportunity to bring the business community together for a night of fun, food and philanthropy.”

Junior Achievement is the world's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their future, and make smart academic and economic choices. JA learning experiences are delivered by corporate and community volunteers and provide relevant, hands-on lessons that give students from kindergarten through high school knowledge and skills in financial literacy, work readiness, and entrepreneurship. Additionally, Junior Achievement is expanding its reach to 18-to-25-year-olds to provide young adults with critical life skills. Since 2021, Junior Achievement volunteers have taught life skills learning experiences for 14,653 students in the Coulee area. For more information, visit [Wisconsin.ja.org](https://www.wisconsin.ja.org).