

JA STOCK MARKET

Junior Achievement™
CHALLENGE



PREPARE FOR THE FUTURE

Junior Achievement of Wisconsin invites you to bring your students to the JA Stock Market Challenge – an exciting, hands-on opportunity to deepen their understanding of investing, teamwork, and financial decision-making.

HOW DOES IT WORK?

High school students will compete in teams of 3–4 during this real-time simulation event. Using what they’ve learned through the JA Take Stock in Your Future curriculum, students will experience the thrill of a fictional stock market compressed into a 60-minute competition. Each team is issued \$250,000 of “mock stock” and must buy and sell shares in fictitious companies throughout a simulated 60-day trading period. Trading is fast and furious with a new day starting every 60 seconds. The goal of each team is to achieve the greatest rate of return on investment by the end of the simulated trading session.

JA TAKE STOCK IN YOUR FUTURE LESSONS

Lesson 1 | Understanding Stocks
Lesson 2 | Stock Trading
Lesson 3 | Exploring Dividends
Lesson 4 | Best in Class Competition

Each lesson is 45 minutes and can be accessed online via JA’s Learning Platform.

RACINE/KENOSHA AREA

Wednesday, October 28, 2026
Gateway Technical College
3520 30th Ave
Kenosha, WI 53144
9:00–11:30 AM

wisconsin.ja.org/events

CONTACT

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