



NEWS RELEASE

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La Crosse High School Team Takes First Place in Statewide Scholarship Competition

LA CROSSE, WISCONSIN – La Crosse Logan High School students, Carson Nelson, Gavin Wappler, and Zeke Sanders took first place and each won a \$1,500 scholarship at the Junior Achievement JA Titan Challenge on Thursday, May 2, 2024. They competed against 43 other Wisconsin students who had previously won first or second place in their regional JA Titan Challenge competitions. All three students advance to the JA USA Titan Challenge Championship on Tuesday, May 14, 2024.

The full-day, in-person business strategy tournament was sponsored by Acuity Insurance and held at their facility in Sheboygan, Wisconsin. The competitors used JA Titan, a business simulation program, that allows students to run a virtual technology company. The competition teaches students about the decisions needed to run a successful company and provides an opportunity to practice skills like critical thinking, strategic development, and teamwork. The success of each student team depends on their decisions in key business categories - production levels, marketing, pricing, research and development, capital improvements, and corporate social responsibility.

About Junior Achievement

Junior Achievement is the world's largest organization dedicated to providing young people with the skills and confidence to own their economic future and contribute to the economic viability of their families, communities, and country. Junior Achievement's programs - in the core pathways of career readiness, entrepreneurship, and financial literacy - ignite the spark in young people to experience and realize the opportunities and realities of tomorrow's workplace. In the current 2023-24 school year a dedicated core of 5,000 volunteer mentors are registered to reach 125,000 Wisconsin students. More information can be found at Wisconsin.ja.org.