



# NEWS RELEASE

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## Neillsville High School Team Wins Statewide Scholarship Competition

**EAU CLAIRE, WISCONSIN** – Cameron Waters and Keegan Dickinson, of Neillsville High School, won the statewide Junior Achievement JA Titan Challenge on Thursday, May 4, 2023, and each earned a \$1,000 scholarship. They competed against 47 other Wisconsin students who had previously won first or second place in their regional JA Titan Challenge competitions.

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, 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.

“We’re very proud that a student team from Neillsville was the Wisconsin state champion,” said Susan Peterson, Northwest Region Director. “The fierce competition went down to the wire and taught students about market volatility and the importance of strategic thinking.”

In addition to the scholarship and first place honors, the Neillsville student team moves on to the national Junior Achievement Virtual JA Titan Competition to be held May 17 & 18<sup>th</sup>. Last year, a team of students from Appleton and Beloit won first place in the national competition.

### 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. Over the past 5 years, the nine area offices of Junior Achievement of Wisconsin have used a dedicated core of more than 8,000 volunteer mentors to serve an average of 141,000 students per year. More information can be found at [Wisconsin.ja.org](http://Wisconsin.ja.org).

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