

## NEWS RELEASE

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**Contact:** Susan Peterson, Northwest and Coulee Regional Director | [speterson@jawis.org](mailto:speterson@jawis.org)  
Phone: 715.214.1124 | Cell: 608.219.3774 | [Wisconsin.ja.org](http://Wisconsin.ja.org)

### **La Crosse County Students Cook Up Food Truck Businesses**

**LA CROSSE, WISCONSIN.** During the last week in June, students at the Boys & Girls Clubs in Holmen, Wisconsin will spend a week developing the recipe for their own food truck business. Local food truck operators will share their experiences and help students identify the ingredients for a successful business. Students develop their food truck theme, business name, tag line, and a menu of 3 to 5 items. Local volunteers who are graphic designers will bring the student's ideas to life by developing food truck designs and logos.

Using pre-planned recipes, students develop a shopping list, paying attention to the ingredient costs and product selling price to ensure they will make a profit. Students work in an actual kitchen to prepare their food and drink items. After several practice sessions focused on completing the recipes and practicing food presentations, the students will pitch their business and featured food and drink items to a panel of judges.

"We're excited to bring this unique event back to La Crosse County for the third year," said Susan Peterson, Junior Achievement Director of the Coulee Area. "It gives La Crosse area students the opportunity to understand what it takes to develop a successful business by meeting and interacting with local entrepreneurs."

The Junior Achievement Food Truck Event is sponsored by the La Crosse Community Foundation.

For more information contact Susan Peterson, Northwest Regional Director, of Junior Achievement at [speterson@jawis.org](mailto:speterson@jawis.org).

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. JA learning experiences give students the skillset and mindset to build thriving communities. Over the past 4 years, the nine area offices of Junior Achievement of Wisconsin have used more than 16,000 volunteer mentors to serve 384,688 students across Wisconsin.