

NEWS RELEASE

FOR IMMEDIATE RELEASE: August 7, 2026

Contact: Tammy Schmitz, Associate Director, Junior Achievement of Wisconsin - Coulee Region
tschmitz@javis.org | Phone: 608.787.4580 | Cell: 608.799.7774 | coulee.ja.org

Young La Crosse Food Truck Foodies Roll Out Their First 'Business'

LA CROSSE, Wis.— Twenty-five middle school students from the La Crosse area are participating in a four-day camp where they team up to research, plan and present their own food truck businesses at the recently-opened Judy Corbett Hutchens Workforce Center of the Erickson Boys & Girls Club in La Crosse August 10-13.

The hands-on educational event is a collaboration between Junior Achievement of Wisconsin - Coulee Region (JA) and the Boys & Girls Club of Greater La Crosse as part of an effort to connect classroom education with future career and financial success. “This is one of our favorite events of the year,” said Tammy Schmitz, Associate Director, Junior Achievement of Wisconsin - Coulee Region. “It gives young people the chance to learn what it takes to develop a successful business. They learn directly from local professionals who are teaching proven JA lessons while also weaving in their own expertise and lived professional experience.”

Over the course of four days, the young entrepreneurs will develop a food truck business from concept to presentation, including designing their truck, creating a menu, developing a business plan, producing marketing materials, and preparing their cuisine. The week concludes with a final presentation to a panel of judges. Junior Achievement volunteers will support the young food truck foodies throughout the week and help students practice and refine their presentations for the judges.

The “JA Food Truck Camp” is one of many JA learning experiences that simulate real-world decision-making in immersive environments that are designed to instill confidence and self-sufficiency in young people leading to increased economic mobility and strong communities. JA volunteers supporting this event are from Mia’s Kitchen, Metre, Festival Foods, Altra Federal Credit Union, Kaplan, Trane Technologies, Emplify Health, Marine Credit Union, and Select Custom Solutions.

This free event is open to all middle school students in the Coulee Region and is made possible through the generous support of Brightspeed, Identity Works, Metre, and Ladybug Photography by Bekky Murphy.

About Junior Achievement

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. Junior Achievement volunteers teach life skills learning experiences to approximately 5,500 students each year in the Coulee Region, creating over 25,000 hours of impact. For more information, visit www.coulee.ja.org.