



## NEWS RELEASE

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### **Junior Achievement is Partnering with Toyota Motor North America to Promote Educational Opportunities in Southern Nevada**

*Toyota is Expanding its Partnership with JA Nationally to Invest in Today's Youth*

[Las Vegas, NV] – Junior Achievement of Southern Nevada is one of nearly a dozen local JA operations across the country participating in the new partnership with Toyota. Junior Achievement USA and Toyota Motor North America (Toyota) are working together to provide the power of hope and a bright tomorrow for students by delivering JA lessons in financial literacy, work readiness, and entrepreneurship to students aged K-12 in communities across the United States.

Through this new partnership, Toyota is supporting JA programs and volunteerism in 11 U.S. communities with the plan to expand in the future. Working with local educators and JA staff, Toyota volunteers will help young people better understand how money works, how what they learn in school connects to future career success, and what it takes to start and run a business.

“Our research shows that students are eager to learn about money, business ownership, and work and careers, but they often don’t know where to go for help,” said Michelle Jackson, president and CEO. “With Toyota’s support, we are able to deliver proven

programs on financial literacy, work readiness, and entrepreneurship to students in our community and give them hope for a brighter future.”

The eleven participating communities are:

- JA of Alabama – Huntsville, AL
- JA of Arizona – Chandler, AZ
- JA of Central Maryland – Owings Mills, MD
- JA of Dallas – Plano, TX
- JA of Eastern Iowa – Cedar Rapids, IA
- JA of Georgia Alpharetta, GA
- JA of Greater St. Louis – Troy, MO
- JA of South Texas – San Antonio, TX
- JA of Southeastern Michigan – Ann Arbor, MI
- JA of Southern California – Los Angeles, CA
- JA of Southern Nevada – Henderson, NV

Tellis Bethel, Group Vice President Chief Social Innovation Officer of Toyota Motor North America said; “Through Junior Achievement we are improving access to opportunities and creating limitless possibilities, helping youth create a better future for themselves, their families and our community.”

The initiative will launch in the fall of 2022 in time for the new school year. To learn more about Junior Achievement in our community, visit [jasnv.org](https://jasnv.org).

### **About Toyota Motor North America**

Toyota (NYSE:TM) has been a part of the cultural fabric in the U.S. for more than 60 years, and is committed to advancing sustainable, next-generation mobility through our Toyota and Lexus brands, plus our nearly 1,500 dealerships. Toyota directly employs more than 39,000 people in the U.S. who have contributed to the design, engineering, and assembly of nearly 32 million cars and trucks at our nine manufacturing plants. By 2025, Toyota’s 10th plant in North Carolina will begin to manufacture automotive batteries for electrified vehicles. With more electrified vehicles on the road than any other automaker, a quarter of the company’s 2021 U.S. sales were electrified.

### **About Junior Achievement of Southern Nevada**

Junior Achievement of Southern Nevada, Inc. is dedicated to providing financial education to K-12 students with age-appropriate virtual and live curriculum that spans from budget management to economic principals, workforce skills and credit. Founded locally in 1996, the local nonprofit organization has reached more than 450,000 students in the Las Vegas area with the help of 285 businesses and 6,800 business role models. For more information, visit <https://jasnv.org/> and follow on Instagram and Facebook.

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