



12,000 LOCAL STUDENTS TO PARTICIPATE IN VIRTUAL CAREER EXPLORATION FAIR

Junior Achievement of Central Carolinas Hosts “JA Ignite”

February 2, 2021 (Charlotte, NC) – On Tuesday, March 23, 2021 Junior Achievement of Central Carolinas (JACC) will host [JA Ignite](#), a Virtual Career Exploration Fair presented by Allstate. The virtual experience is being offered to 8-12th grade students across the 53 counties JACC serves. An interactive platform will allow students to explore post-secondary opportunities as they navigate virtual exhibitor booths containing valuable career information. The fair features colleges, top local businesses, and government agencies. Students will be able to collect videos, job descriptions, job postings and more in their “virtual backpacks.” This self-guided experience will feature gamification, leaderboards, and prizes creating an environment that is both fun and educational.

In the last year, the economic uncertainty due to the pandemic has impacted businesses both big and small, non-profits, entrepreneurs, and families across our nation. Locally, Charlotte faced its own challenges before shutdowns ever began, having been ranked the lowest among 50 largest US metro areas in economic mobility. JACC is directly addressing these issues by providing students relevant experiences, like JA Ignite, and skills to increase their likelihood of experiencing career success, starting a business, and positively navigating economic mobility.

To engage 12,000 students for this event, JACC has leveraged their strong relationships with Mecklenburg, Chester, Lancaster and York County School Systems as well as those of surrounding counties and individual CTE teachers. More than halfway to their student goal, the priority over the next month is to make even more educators aware of this supplemental and completely virtual program offering as well as other upcoming programming. JACC is taking group registrations as well as individual student registration.

>> [Watch the JA Ignite Video](#)

**Booth registration for this event is full.*

***Interested in running a story?** Contact Danielle Honeycutt at dhoneycuttt@jacarolinas.org or (704)886-8966

Below are the additional assets available:

(1) Video linked above (2) Images from the online fair’s “internal environment” (3) Zoom interview with [Cortney Harris, Ed.D., Executive VP of Education](#) (4) Testimonial/interview with participating public-school educator(s)



Junior Achievement is the world's largest organization dedicated to giving students the knowledge and skills they need to own their economic success, plan for their future, and make smart academic and economic choices.

Junior Achievement of Central Carolinas (JACC), located in Camp North End, works with corporate and community volunteers to deliver curriculum-based programming. The relevant, hands-on experiences give students from kindergarten through high school knowledge and skills to increase their likelihood of experiencing career success, starting a business, and positively navigating economic mobility. Visit www.jacarolinas.org for more information.