



NEWS RELEASE

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JA “Titans” of Business Compete at Davenport University

Creativity and Leadership Skills Put to the Test

Junior Achievement of the Michigan Great Lakes, Inc. (JA) and Davenport University today announced that the JA Titan Business Challenge will take place on Tuesday, March 31 2009 at the Davenport University Student Center in Grand Rapids. JA is seeking additional companies to participate in this event and to sponsor student teams.

The JA Titan Business Challenge is a business strategy tournament for both area youth and businesses using JA’s, online business simulation, Titan program. The competition is designed to unleash creativity, test leadership and demonstrate the competitive nature of the free enterprise system in a global marketplace.

Students compete at the event during school hours and area businesses, which sponsor student teams, engage in an interactive team building experience in the evening. All proceeds support JA programs in West Michigan classrooms.

“We are excited to be able to offer this competitive and fun program to the West Michigan business community,” said Bill Coderre, president, JA of the Michigan Great Lakes, Inc. “JA is dedicated to educating students about workforce readiness, entrepreneurship and financial literacy through experiences like this and the work done by our volunteers. The JA Titan Business Challenge is a great example of how we can work with local businesses to support this mission.”

The JA Titan Business Challenge is presented by Davenport University and takes place at the Grand Rapids campus, at 6191 Kraft Avenue SE.

“Davenport University is proud to present this fun and educational event for area students,” said Michael Volk, Interim President of Davenport University. “The mission of JA and Davenport are very similar in that we both focus on preparing individuals to excel in the knowledge-driven environment of the 21st Century.”

For more information, please contact Junior Achievement of the Michigan Great Lakes at 616-575-9080 extension 231, or visit JA at <http://westmichigan.ja.org>

About Junior Achievement of the Michigan Great Lakes, Inc.

Junior Achievement of the Michigan Great Lakes is a strong local area office of JA Worldwide, the world’s largest organization dedicated to educating students about workforce readiness, entrepreneurship and financial literacy through experiential, hands-on programs. The organization offers programs to help prepare young people in West

Michigan for the real world by showing them how to generate wealth and effectively manage it, how to create jobs which make their communities more robust, and how to apply entrepreneurial thinking to the workplace. Students put these lessons into action and learn the value of contributing to their communities.

Visit <http://westmichigan.ja.org> for more information.

About Davenport University

Davenport University – the only west Michigan-based private university specializing in business, technology and health professions – serves an enrollment of approximately 11,000 students at its campus in Grand Rapids, locations throughout Michigan, and online. Davenport focuses on innovative, practical and affordable education and offers graduate and undergraduate programs. More information is available at www.davenport.edu