

Press Release



For Immediate Release

Media Contact: Holly Bulvony
412-471-4160
A to Z Communications
info@clearviewfcu.org

Clearview and Junior Achievement announce new partnership for immersive educational program

Simulated business community offers students real world experiences

Pittsburgh, PA, January 25, 2019.....*(clearviewfcu.org)* Clearview Federal Credit Union is pleased to announce a multi-year partnership with Junior Achievement of Western Pennsylvania and the experiential learning laboratory *JA Biztown*®. The Clearview storefront will be the leading financial institution in *JA Biztown*®, a mock business community, offering middle and junior high school students the ability to understand financial and business realities of commerce during “real world” exercises.

JA Biztown® is a nationwide, innovative and hands-on program, using 12 weeks of classroom curriculum and an immersive, day-long experience of STEM-related jobs in a simulated “town.” Junior Achievement of Western Pennsylvania is building a 10,000-square foot mock business community in Bridgeville, PA, featuring Clearview, which will be the *JA Biztown*® credit union and offer banking services to the businesses within the town. Other enterprises, such as a grocery store, technology companies, retailers, manufacturers, engineering and science-focused corporations, health care facilities, and a car dealership will be part of this educational opportunity. Each participating organization will have a storefront built to their branded specifications. Students will spend the day working in their selected company, and train in the day-to-day functions of thriving businesses and communities.

The students from 360 schools across Western Pennsylvania will study a 12-hour curriculum in their classrooms in preparation for the deeply engaging experience at *JA Biztown*®. As the leading financial institution in the town, Clearview’s participation will help the students learn money management skills, develop a working knowledge of business and personal financial literacy, help others to open checking accounts, and secure business loans, as well as gain specific job skills required for a career in finance.

“We are excited to be a partner with Junior Achievement and *JA Biztown*®. The learning provided through hands-on experience is vital to successful futures for the participating students and our region,” states Ron Celaschi, CEO of Clearview. “Clearview’s involvement will provide students the skills to develop an understanding of economics and commerce and the basic importance of the free enterprise system in a creative and engaging way. Clearview is committed to our region, our economy, and our members. This partnership is a demonstration of that commitment now and for years to come.”

--more--

As a premier partner, Clearview will have a storefront, branded with Clearview signage and other Clearview materials. Students will select “employment” in the Clearview mock financial center, where they will gain experience in all aspects of financial literacy, act as the primary financial center for the other enterprises in the simulated town, and gain a hands-on understanding of commerce and business management.

Nationally, Junior Achievement has seen great success with the *JA Biztown*® projects. Using a third-party evaluation team, JA found that after the *JA Biztown*® experience, 92 percent of students are likely to continue their education and choose a career based on their abilities and interests. An overwhelming 97 percent of the participants reported the program inspired them to work harder for better grades. Teachers also reported that 97 percent of *JA Biztown*® attendees work more collaboratively with their classmates after completion of the program.

Construction has begun on the local *JA Biztown*® and the Clearview storefront is expected to be completed by late spring 2019.

###

About Clearview Federal Credit Union

Clearview Federal Credit Union has been in operation since 1953 and serves over 100,000 members, with reported assets valued over \$1.2 billion as of November 2018. Membership in Clearview is open to individuals who live, work, worship, volunteer or attend school in the Southwestern Pennsylvania community, which includes Allegheny, Armstrong, Beaver, Butler, Fayette, Greene, Indiana, Lawrence, Washington and Westmoreland counties. Membership is also open to immediate family members of current Clearview members. Visit clearviewfcu.org for more information. Clearview Federal Credit Union is federally insured by the National Credit Union Administration and is an Equal Housing Lender.