



PARTNERSHIP FOR
21ST CENTURY SKILLS

FOR IMMEDIATE RELEASE

Contacts:

Stephanie Bell
(719) 540-6171
sbell@ja.org

Kari Shellhorn
(202) 585-0235
shellhorn@itstrategies.com

**Junior Achievement Lends its Expertise to Better Prepare Students for
Success in the 21st Century**

WASHINGTON, February 8, 2005 – JA Worldwide (Junior Achievement), the world's largest organization dedicated to educating young people about business, economics and free enterprise, announced today that it has joined the Partnership for 21st Century Skills, the leading advocacy organization transforming learning in the 21st century.

“Success is achieved when we work together to transform education and the Partnership for 21st Century Skills brings together the right mix of educators, business leaders and policymakers to advocate for the infusion of 21st century skills into every classroom,” said Dr. John Box, vice president of product development for JA Worldwide and board member for the Partnership for 21st Century Skills. “Through the Partnership, JA Worldwide can expand its ability to help every child have a meaningful and relevant education experience that prepares them to successfully compete and thrive in the 21st century.”

As the Partnership's newest member, JA Worldwide will assist the organization in driving the overall adoption of 21st century skills and providing guidance to communities and state leaders that will help them assess their current situations, develop customized learning plans and create implementation strategies leading to 21st century learning environments.

Dr. Box will represent JA Worldwide as a Board Member for the Partnership. He served as a teacher, high school principal, and school superintendent for 34 years in Wisconsin, and earned his Ph.D. from the University of Wisconsin-Madison. Dr. Box joined JA Worldwide in 2004.

About JA Worldwide (Junior Achievement)

JA Worldwide is the world's largest organization dedicated to educating young people about business, economics and free enterprise. Through a dedicated volunteer network, JA Worldwide provides in-school and after-school programs for students in grades K-12. JA Worldwide offers educational programs that focus on seven key content areas: business, citizenship, economics, entrepreneurship, ethics/character, financial literacy, and career development. Today more than 140 offices reach four million students in the United States, with over two million students served by operations in 98 countries worldwide. For more information, visit www.ja.org.

About the Partnership for 21st Century Skills

The Partnership for 21st Century Skills has emerged as the leading advocacy organization focused on transforming teaching and learning in the 21st century. The organization brings

together the business community, education leaders, and policymakers to define a powerful vision for 21st century education to ensure every child's success as citizens and workers in the 21st century.

Member organizations include: Apple, Cable in the Classroom, Cisco Systems, Inc., Dell Inc., ETS, Ford Motor Company Fund, Intel, JA Worldwide, Microsoft Corporation, National Education Association, SAP, Texas Instruments Incorporated, Time Warner, Inc. and Verizon. Corporations and institutions interested in joining the Partnership may contact info@21stcenturyskills.org or visit the Partnership's website at www.21stcenturyskills.org.

Based in Washington, DC and Tucson, Arizona, the Partnership for 21st Century Skills is administered by Infotech Strategies. The Partnership for 21st Century Skills is a tax-exempt 501 (c) 3 organization.

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