



SOCIETY OF LOUISIANA
CERTIFIED PUBLIC ACCOUNTANTS

MEDIA ALERT

From the Society of Louisiana
Certified Public Accountants

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FOR IMMEDIATE RELEASE

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LOUISIANA CPAs AND JUNIOR ACHIEVEMENT PARTNER FOR 2ND ANNUAL, STATEWIDE LCPA/JA FINANCIAL LITERACY DAYS ON APRIL 28, 29, 30 *Financial Literacy Education Needed More Than Ever In Tough Economic Times*

- WHO:** The Society of Louisiana Certified Public Accountants (LCPA) and the Junior Achievement offices in Louisiana (JA), in cooperation with the Louisiana chapters of the National Association of Black Accountants, American Society of Women Accountants, and Association of Government Accountants
- WHAT:** The LCPA and JA will host the second-annual LCPA/JA Financial Literacy Days on April 28, 29 & 30, 2009 to educate and inspire Kindergarten through 7th grade students about work readiness, entrepreneurship, and money management. Originally held as a single-day event in its pilot year, the 2009 event expanded to three days to accommodate additional schools.
- WHY:** Throughout the 3-day event, more than 3200 students across Louisiana will simultaneously spend an entire school day participating in hands-on JA activities as presented by LCPA members, members of other professional accountants' organizations, and concerned citizens trained in the JA curriculum, will share their time and knowledge to teach important business ideas that will help children succeed in a global economy. These dedicated volunteers are terrific role models, committed to building a more financially literate Louisiana.

WHERE: Participating school on April 28:

Hynes Elementary
3774 Gentilly Boulevard, New Orleans

Participating schools on April 29:

Baton Rouge

Greenbrier Elementary
12203 Canterbury Dr.

Riveroaks Elementary
950 Fontainebleau Dr.

Forest Heights Academy
of Excellence
7447 Sumrall Drive

Lake Charles

A. A. Nelson Elementary
1001 Country Club Rd.

New Orleans

Fischer Elementary
1801 L.B. Landry Ave.

Harahan Elementary
6723 Jefferson Hwy.

Dr. Martin Luther King Charter School
for Science and Technology
1617 Caffin Ave.

Robert Russa Moton Charter School
6800 Chef Mentour Hwy.

Shreveport

West Shreveport Elementary
2226 Murphy St.

Participating schools on April 30:

Lafayette

Prairie Elementary
2910 Ambassador Caffrey Pkwy.

Houma

Coteau-Bayou Blue Elementary
2550 Coteau Rd.

New Orleans

Gentilly Terrace Elementary
4720 Painters St.

- MORE -

WHEN: April 28, 29 and 30 during school hours (date, time and grade levels vary according to each school's location and schedule - see page 1)

CONTACT: Media representatives are invited to cover their respective local LCPA-JA Day event at a participating school in their area. Great photo opportunities!

To arrange an interview or on-site visit, please contact:

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About the Society of Louisiana CPAs:

The LCPA was established in 1911 and is a non-profit professional association with more than 6,300 CPAs working in public practice, industry, government, and education. As part of the profession-wide 360 Degrees of Financial Literacy education initiative, the LCPA is committed to improving the financial understanding of Americans of all ages.



About Junior Achievement:

Established in 1919 and operating in Louisiana for over 50 years, JA today is a worldwide nonprofit organization. Offices in Baton Rouge, Lafayette, New Orleans, Shreveport and Lake Charles provide JA programs to students in Louisiana. Junior Achievement is the world's largest organization dedicated to inspiring and preparing young people to succeed in a global economy. Through a dedicated volunteer network, Junior Achievement provides in-school and after-school programs for students which focus on three key content areas: work readiness, entrepreneurship, and financial literacy.

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