



Junior Achievement of Greater New Orleans
Trust Your Crazy Ideas Challenge
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PRESS RELEASE

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Brees Dream Foundation and Junior Achievement announce the Trust Your Crazy Ideas Challenge Top 20

New Orleans, LA –The Brees Dream Foundation and Junior Achievement of Greater New Orleans, Inc. (JA) announced the student entrepreneur teams who advanced to the Trust Your Crazy Ideas Challenge Top 20 during a press conference on December 5, 2016. The event took place at the JA facility on the Delgado Community College campus and was attended by invited guests including school representatives, family and friends of the Top 20 students, Junior Achievement Board Members and community supporters.

Students from around the greater New Orleans area completed the *JA Be Entrepreneurial* curriculum, a hands-on, experiential learning program taught by business volunteers and teachers. The outcome of the *JA Be Entrepreneurial* program is a practical business plan. One hundred twenty-one (121) students/teams submitted their business ideas to be evaluated, resulting in twenty student teams from eight schools (Archbishop Shaw High School, Cabrini High School, Holy Cross School, Lusher Charter School, Mount Carmel Academy, Isidore Newman School, Archbishop Rummel High School, and St. Augustine High School) who will compete for over \$30,000 in awards.



“The Challenge is about more than creating a business plan,” said Drew Brees, co-founder of the Brees Dream Foundation. “It is designed to educate, motivate and inspire students by giving them valuable communication and presentation skills that will help them in every aspect of life. It’s all about inspiring the kids!”

The Top 20 will prepare for their “pitch” by attending JA Idea Accelerator Workshops beginning in January. The workshops are designed to bring the real world to the students and assist them in perfecting their plans and presentations. Teams will work with mentors from the business community to further develop their ideas. If you are interested in becoming a mentor, please [contact Junior Achievement](#) for more details, dates, and times.

New this year—Trust Your Crazy Ideas Challenge is going statewide. The New Orleans area winner will compete against the winners from Baton Rouge and Shreveport on Friday, March 24, 2017 during New Orleans Entrepreneurs Week.

About Junior Achievement of Greater New Orleans: JA delivers a variety of educational programs in finance and economics presented to students in Kindergarten through twelfth grade. During the 2015-2016 school year, JA with its many volunteers, impacted more than 30,000 Southeast Louisiana students. For more information on JA, visit www.jagno.org, call 504-569-8650 or connect with JA on [Facebook](#), [Twitter](#) (@JAneworleans) or [Instagram](#) (janeworleans).

About the Brees Dream Foundation: The Brees Dream Foundation was founded in 2003 with a mission to advance research in the fight against cancer and provide care, education and opportunities for children and families in need. Brittany and Drew Brees and the Brees Dream Foundation have collectively contributed more than \$25,000,000 to charitable causes and academic institutions globally. For more information, visit: www.drewbrees.com .

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