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Junior Achievement of Eastern Iowa Celebrates 60 Years of Inspiring the Next Generation

(CEDAR RAPIDS, IOWA) — Junior Achievement of Eastern Iowa (JAEI) is proud to celebrate its 60th anniversary of empowering young people to own their economic success. Since 1965, JAEI has provided hands-on, experiential learning programs in financial literacy, work and career readiness, and entrepreneurship to students across Eastern Iowa.

Over the past six decades, JAEI has helped prepare 951,308 students for real-world success by connecting classroom learning with life skills that build confidence, inspire curiosity, and prepare them for the future.

"This milestone marks more than the passage of time – it celebrates six decades of transformative impact," said Christine Landa, President of Junior Achievement of Eastern Iowa. *"For 60 years, we've stood shoulder to shoulder with educators, volunteers, and business leaders, opening doors of possibility for young people across Eastern Iowa. Every lesson taught, every hour volunteered, and every student empowered has helped build a more vibrant community and a brighter future. Together, we're not just shaping lives – we're shaping legacies."*



Throughout the 2025–2026 anniversary year, JAEI will celebrate this milestone by **sharing stories of the people who have shaped its legacy**—the dedicated volunteers, generous donors, educators, alumni, and community partners who have made an enduring difference in the lives of students. Through blog features, social media spotlights, and special recognition events, JAEI will honor those who have contributed their time, talent, and resources over the decades to help advance the organization's mission.

As JAEI honors its past, it is also looking boldly to the future. Through innovative programs like **3DE**, which brings real-world problem-solving into the classroom through case-based learning, and the **JA Dream Accelerator**, which helps students identify their passions and connect them to future careers, JAEI continues to redefine how young people learn about business, personal finance, and the world of work. These programs are building the next generation of thinkers, innovators, and leaders across Eastern Iowa.

Junior Achievement of Eastern Iowa invites the community to join in celebrating 60 years of impact. To get involved as a volunteer, donor, or partner, visit www.easterniowa.ja.org

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About Junior Achievement of Eastern Iowa (JAEI)

Junior Achievement of Eastern Iowa envisions a world in which young people have the skillset and mindset to build thriving communities. By advocating for experiential learning in every school in the world, and by nurturing partnerships with schools and other like-minded organizations, we envision a world in which no young person is left behind.

JAEI is dedicated to inspiring and preparing young people to succeed in the global economy through work readiness, entrepreneurship, and financial literacy educational programs. JAEI's programs are delivered by 1,402 local volunteers that can provide students with real-world examples of how obstacles can be overcome, and success achieved. JAEI provides its programs to 36,264 students throughout Eastern Iowa which includes Benton, Black Hawk, Bremer, Buchanan, Butler, Cerro Gordo, Chickasaw, Fayette, Delaware, Grundy, Iowa, Johnson, Jones, Linn, and Tama counties. For more information, visit www.JAEasternIowa.org.

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