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**Junior Achievement's "Wii Play for JA" Tournament Makes a Striking Difference**

Coconut Creek, FL (June 9, 2010) Junior Achievement organized the 2<sup>nd</sup> ever "Wii Play for JA" Tournament sponsored by Citrix Technology, Consolidated Credit Counseling Services, BGT Partners, Sheridan Healthcare, 3Cinteractive.com, and Crowe Horwath. Local companies, including AT&T Mobility, BGT Partners, Citrix Technology, Community Bank of Florida, Consolidated Credit Counseling Services, Florida Marlins, Interstate Asphalt, Junior Achievement Professional Connection, On The Ball Marketing, Sheridan Healthcare, and members from Broward Networking International organized teams to participate in this video interactive bowling event. The support of these companies listed, as well as, individual bowlers raised over \$10,000 for Junior Achievement.

Participants were welcomed with heavy appetizers by Chef Remi and an open bar. Individuals participated in raffles for a variety of items and baskets while listening to the music provided by DJ Luis. Special celebrity guests who attended were Judy Zoppelt and Brianna Butler from the Florida Panther's Ice Dancers, Ana Cristina Alvarez - Miss South Florida USA, and Lissette Garcia – Miss Miami Tropic. Four person teams raised a minimum of \$200 to participate in the event. Thanks to the Wii Tournament, Junior Achievement will be able to provide its programs to hundreds of additional school children across Broward and South Palm Beach Counties.

The Wii Tournament benefits Junior Achievement of South Florida which was founded in 1959. In 2010, Junior Achievement programs will reach over 50,000 students spanning grades K-12. Using age-appropriate curricula designed to teach elementary students about their roles as individuals, workers, and consumers and to prepare middle grade and high school students for key economic and workforce issues they will face, Junior Achievement brings the free enterprise system to life in the classroom and at JA World Huizenga Center, through two new hands-on learning programs: BizTown and Finance Park, geared towards 5<sup>th</sup> and 8<sup>th</sup> graders. Please contact Anna Parker at [anna@jasouthflorida.org](mailto:anna@jasouthflorida.org) or at (954) 979-7116 for more information on how you and your company can get involved in the 2010 Fall Bowl-A-Thon.

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