



FOR RELEASE:

Contact: Lauren Scheldrup
Lauren@jaindy.org
317-252-5900 ext. 2

Bikes + Budgets = Healthy Kids and Community

INDIANAPOLIS (June 5, 2014) – "A recent survey from the Financial Industry Regulatory Authority (FINRA) found that young Americans were less likely to be financially capable than older Americans." (Time, April 2012) And according to statehealthfacts.org, Indiana youth between the ages of 10 and 17 have a 29.9 percent obesity rate.

What is the connection? Poor overall health is expensive for the individual and the community. A healthy lifestyle both physically and financially equals a responsible, contributing citizen. A partnership between Nine13Sports (focused on youth physical health), and Junior Achievement (focused on youth financial literacy) attacks this problem at its core.

Nine13Sports will share both entrepreneurial wisdom and a bicycle exercise program with the students at Junior Achievement's JA BizTown Summer Camp. In each of the four weeks of camp, students will learn the value of health, the costs of poor health, and the benefits of managing their finances accordingly. Not to mention they will have fun competing with each other on eight tech-connected stationary bikes.

"This opportunity to share our energy and passion for health and fitness with so many youth participants continues to support our growth as a driving force in Indianapolis, one that encourages health, fitness and obesity awareness in the particularly vulnerable youth and minority demographics," states Tom Hanley, Business Director for Nine13sports.

"Junior Achievement is proud to collaborate with others in the community who care deeply about the future lives of our youth, be it financially or physically. We see the importance of overall personal health, and strive to relay that to students," states Jennifer Burk, president & CEO of JA.

About Nine13sports:

Nine13sports is a Central Indiana nonprofit organization that promotes health, wellness, and exercise for local youth between the ages of 8 and 18, using bicycling as the gateway. We have created a unique program in which we have integrated the traditional bicycle with technology to provide a turnkey product for youth programs, schools and other community organizations. In addition to individual betterment of health and fitness, our programs promote community, teamwork and mutual respect for one another. Our vision is to use the art and sport of bicycling to teach and positively influence our participants and leave a lasting impact. For additional information please visit www.nine13sports.org or email info@nine13sports.org.

About Junior Achievement of Central Indiana

Junior Achievement of Central Indiana, Inc. (JACI), in partnership with the business and education communities, provides learning experiences for central Indiana students with a

concentration on life skills, job skills, financial literacy, entrepreneurship, and a fundamental understanding of economics and the free enterprise system. JACI serves thousands of students each year in 30 counties in central Indiana, and has a Board of Directors to support this mission and our core values: conviction in the impact of experiential education, belief in partnerships and the potential of all students, commitment to the principles of economics and entrepreneurship, and a passion for what we do. For more information, visit <http://www.jaindy.org/>.

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