



February 3, 2020

**Media Contact:**

Kristyna Munoz

254.644.1615

[kmunoz@burdetteketchum.com](mailto:kmunoz@burdetteketchum.com)

**Media Advisory for February 5, 2020**

**JUNIOR ACHIEVEMENT JA BIZTOWN MEDIA OPEN HOUSE AT THE CADE MUSEUM**

Hands-on program gives Alachua 5<sup>th</sup> grade students an immersive experience

904 South Main Street  
Gainesville, FL 32601  
352.371.8001  
[cademuseum.org](http://cademuseum.org)

- WHAT:** Junior Achievement’s JA BizTown program will host a media day in partnership with the Cade Museum for Creativity and Invention. Media are invited to attend for an up-close tour of this premier interactive educational exhibit that will engage 5<sup>th</sup>-grade students from all Alachua County Public schools.
- WHO:** Junior Achievement Board Members, Alachua County School Leaders, City & County Leaders, educators, and 5<sup>th</sup>-grade students are expected to be available for interviews.
- WHERE:** Cade Museum for Creativity and Invention, 811 S. Main Street, Gainesville, Florida
- WHEN:** Wednesday, February 5<sup>th</sup>, 10 am – 1 pm EST

**About JA BizTown**

JA BizTown is an engaging, hands-on program that introduces all Alachua County Public school 5th graders to economic concepts, workplace skills, and personal and business finances in a student-sized town built just for them. Students will develop skills to successfully navigate today’s complex economic environment and discover how decisions today can impact tomorrow in a range of jobs and career opportunities.

**About Junior Achievement**

Junior Achievement of Alachua County is the area’s premier 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: financial literacy, work readiness, and entrepreneurship. Today, Junior Achievement reaches more than 5,000 students in Alachua County. For more information, visit [www.JAAlachua.org](http://www.JAAlachua.org).

**About The Cade Museum**

In 2004, Dr. James Robert Cade and his family established the Cade Museum Foundation to build the Cade Museum for Creativity and Invention in Gainesville, Florida. The Cade’s mission is to transform communities by inspiring and equipping future inventors, entrepreneurs, and visionaries. Dr. Cade, a physician at the University of Florida, was best known as the leader of a research team that invented Gatorade in 1965. The Cade Museum for Creativity and Invention engages and inspires by captivating the minds, hearts, and hands of inventors of all ages. STEAM concepts are explored in unique ways, highlighting cutting-edge and emerging technologies, and tracing them back to their original roots of invention. The museum introduces new themes frequently to excite and educate visitors. The Cade Museum is located at 811 South Main Street, Gainesville, FL 32601. Learn more at [CadeMuseum.org](http://CadeMuseum.org).

**Spark wonder.  
Invent possible**

Transforming communities by inspiring and equipping future inventors, entrepreneurs and visionaries.