



SAN YSIDRO SCHOOL DISTRICT

*Provides an educational environment in which
all students succeed*

Media Advisory

FOR IMMEDIATE RELEASE: Oct. 5, 2016

CONTACT: Valerie Martinez, Marika Bastrmajian

PHONE: 909-445-1001

San Ysidro Fifth-Graders Head to BizTown to Gain Real World Experience

WHAT: Students from San Ysidro School District's La Mirada and Sunset elementary schools will run their own 10,000 square foot mini-town as they discover how the "real world" works by managing businesses, writing checks and operating banks. Approximately 167 La Mirada and 133 Sunset fifth-graders will become Junior Achievement BizTown "citizens" where they will make financial decisions, work in one of 21 businesses, pay taxes and donate to charity.

This is San Ysidro School District's first time attending BizTown.

WHEN: 9 a.m. to 1:30 p.m. Thursday, Oct. 6, La Mirada Elementary; 9:15 a.m. to 1:45 p.m. Friday, Oct. 7, Sunset Elementary

WHERE: Junior Achievement of San Diego County
4756 Mission Gorge Place,
San Diego, CA 92120

DETAILS: Since Spring 2016, more than 4,000 of SYSD's students across all seven elementary and middle schools have been fully immersed in financial literacy, work readiness and entrepreneurship learning opportunities as a result of the District's robust partnership with Junior Achievement of San Diego. The District's students are being educated about the importance of financial responsibility and planning for a successful future. After weeks of preparation in the classroom, including teaching students how the economy works, how to apply for jobs and how to run successful businesses, students will put those skills to the test during a 4.5 hour simulated work day experience.

CONTACT: For more information, contact SYSD After School Education and Safety Program Coordinator Alexis Rodriguez at alexis.rodriquez@sysd.k12.ca.us or 619-572-6452.

For media inquiries, contact Marika Bastrmajian at marika.bastrmajian@vmapr.com or 818-632-8158.

###