

Capital BlueCross Contributes \$15,000 to Junior Achievement of South Central PA through EITC Program

Capital BlueCross today announced the company has contributed \$15,000 to Junior Achievement of South Central PA through Pennsylvania's Educational Improvement Tax Credit (EITC) Program. The program is a state tax-credit program that provides companies with a 90 percent tax credit for donations to a nonprofit scholarship or educational improvement organization.

April is Financial Literacy Month, and the EITC donation will help support the important financial education programs facilitated by Junior Achievement.

"Being a strong community partner is important to Capital BlueCross. We believe in giving back to the communities in our 21-county region by supporting programs that bolster education, health and wellness," said Gary D. St. Hilaire, president and CEO of Capital BlueCross. "Financial education is very important for young people. Junior Achievement provides invaluable financial management skills, and we are proud to be their partner as they prepare students for the responsibility of managing their financial well-being as adults."

Junior Achievement (JA) is the world's largest organization dedicated to educating students in grades K-12 about work readiness, financial literacy, and entrepreneurship through experiential, hands-on programs. It helps prepare young people for the "real world" by showing them how to generate wealth and effectively manage it. It also teaches students how to create jobs which make their communities more robust, and how to apply entrepreneurial thinking to the workplace.

"Junior Achievement is honored to continue our over 20-year partnership with Capital BlueCross. Their generous \$15,000 EITC donation allows us to reach over 100,000 K-12 students across South Central Pennsylvania," said Tom Russell, President, Junior Achievement, South Central PA. "Each year, Capital BlueCross's sponsorship of the Wellness Shop in JA BizTown enables over 9,000 fifth and sixth grade students to experience the 'real world' by participating in this interactive, project-based program. We are fortunate to count Capital BlueCross as a member of our JA family."

<https://capbluecross.mediaroom.com/news-releases?item=122488>