

**JUNIOR ACHIEVEMENT OF CENTRAL FLORIDA UNVEILS PLANS FOR NEW
EXPERIENTIAL LEARNING CENTER OPENING FALL 2026, FUNDED BY
TRANSFORMATIONAL GIFT**

Philanthropist Jesse Eisner, the Lewis Foundation, and Lake Nona Commit Support to Launch Central Florida's first JA BizTown® and Hands-On Learning Hub Slated to Serve 30,000 Students Annually

ORLANDO, Fla. – July 8, 2025– Junior Achievement of Central Florida (JACF) is proud to announce a transformative lead gift from philanthropist and JACF Board Member Jesse Eisner to support the development of its new state-of-the-art education facility in the heart of Lake Nona at One Performance Plaza. The 13,400-square-foot space is slated to open in the fall of 2026. In recognition of this significant contribution, the facility will be named the “Junior Achievement Eisner Family Dreamers Center.”

The JA Eisner Family Dreamers Center will serve as a flagship hub for innovative, hands-on learning experiences that equip students with vital skills in financial literacy, entrepreneurship, and career readiness. JA Eisner Family Dreamers Center's first program offering will be JA BizTown®, a fully immersive, simulated city where students assume real-world roles in business, government, and civic life. With 81% of employers now prioritizing hiring based on demonstrable skills rather than traditional credentials, and only 30% of Gen Z students feeling fully prepared for life after high school, the new center will fill a critical gap in preparing the next generation for success.

“I’ve always believed that when young people are given the chance to build confidence and real-world skills, their potential is limitless,” said Jesse Eisner. “Supporting Junior Achievement’s mission is both a privilege and a personal passion. The Dreamers Center represents a place where students are encouraged to think beyond limits and truly believe in their potential. I was deeply inspired by the late Pat Williams, co-founder of the Orlando Magic and a visionary leader whose dreams helped shape this city, and I’m proud to honor his legacy through the Dreamers name.”

Complementing this visionary gift, the Lewis Foundation and Lake Nona have generously committed to providing a home for the JA Eisner Family Dreamers Center within the Lake Nona Town Center. Their support includes making an existing facility available for JA BizTown®, centrally located within walking distance of the Wave Hotel and Lake Nona Performance Club.

“Lake Nona has always been a community rooted in education and innovation,” said Rasesh Thakkar, board member at the Lewis Foundation and senior managing director in Lake Nona. “Our partnership with Junior Achievement is a natural fit, and we’re pleased to help bring the JA Eisner Family Dreamers Center and BizTown to life in Lake Nona. This initiative, the first of its kind in Central Florida, will inspire and empower future generations in a meaningful, lasting way.”

The JA Eisner Family Dreamers Center will serve as more than just a classroom; afterschool and summer programming will be designed to spark creativity, leadership, and problem-solving skills in more than 30,000 young people annually.

“This facility represents an incredible investment in the future of our region,” said Karen Revels, president and CEO of JACF. “We are profoundly grateful to Jesse Eisner and the Eisner family for their belief in our mission and their extraordinary generosity. We’re equally thankful to the Lewis Foundation and Lake Nona for sharing our vision and helping bring this transformative center to Orlando.”

The capital campaign for the JA Eisner Family Dreamers Center is ongoing, with JACF continuing to seek support from the Central Florida community to distinguish the buildout and expand programmatic offerings.

About Junior Achievement of Central Florida

Junior Achievement of Central Florida is dedicated to preparing young people for success through hands-on learning experiences in financial literacy, entrepreneurship, and career readiness. In partnership with schools, businesses, and community leaders, JACF empowers students to take control of their economic future. For more information and to learn how you can support Junior Achievement of Central Florida, please visit <https://centralflorida.ja.org>.

About Lake Nona

Planned and developed by Tavistock Development Company, Lake Nona is one of the fastest-growing and most innovative communities in America. Located in Orlando, Florida, the 17-square-mile community has established a new standard of living for its residents with groundbreaking initiatives around technology, mobility, and wellbeing. Lake Nona is located contiguous to Orlando International Airport in the most visited destination in the U.S. The smart and connected community’s advanced infrastructure and commitment to collaboration have drawn visionary companies and entrepreneurs from across the globe to join its living lab environment accelerating economic growth and opportunity across health and life sciences, education, hospitality, and sports and performance. Lake Nona’s attractive business ecosystem is enhanced by a thriving cultural landscape defined by iconic architecture and engaging public art installations, miles of trails and walkable green spaces, weekly signature events, shopping, dining and entertainment options set amongst Central Florida’s beautiful natural landscape and year-round sunshine. To learn more, visit LakeNona.com.

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