



## FOR IMMEDIATE RELEASE

### **Junior Achievement of Central Florida receives grant from Truist Charitable Fund to Support JA Eisner Family Dreamers Center in Lake Nona.**

**ORLANDO, FL – July 13, 2026** – Junior Achievement of Central Florida (JACF) today announced it received a grant from Truist Charitable Fund to advance the development of the JA Eisner Family Dreamers Center in Lake Nona, the future home of **the region's first-ever JA BizTown, Presented by AdventHealth.**

Set to open in 2027, the JA Eisner Family Dreamers Center marks an exciting milestone for Central Florida as it joins a national network of 60 Junior Achievement experiential learning centers. Upon completion of the Center, JA BizTown will bring immersive, real-world education experiences to thousands of students each year, equipping them with critical life and career skills.

JA BizTown is a hands-on learning environment where students in grades 4–6 step into the roles of business leaders for a day. From managing banks and running restaurants to participating in civic processes like electing a mayor, students gain practical, real-world insight that connects classroom learning to future success. This innovative experience integrates financial literacy, career readiness, and civic engagement in a way that leaves a lasting impact. **For the first time, as many as 30,000 Central Florida students annually will have access to this transformative opportunity.**

Truist Charitable Fund's support reflects its deep commitment to strengthening the communities it serves. Guided by its purpose to inspire and build better lives and communities, Truist and Truist Charitable Fund invest time, resources, and expertise into initiatives that expand opportunity and improve quality of life. The company maintains strong ties to local communities, actively supporting programs that address critical needs, promote economic mobility, and create pathways for individuals and families to thrive.

**"At Truist, our purpose is to inspire and build better lives and communities, and we believe that starts by investing in the next generation," said Erich Maschhoff, Truist's market president for Central Florida. "The JA Eisner Family Dreamers Center will give thousands of Central Florida students the opportunity to build real-world financial, career and leadership skills that can shape their futures. We're proud to support Junior Achievement's vision to help young people explore what's possible and prepare for lifelong success."**

By supporting the JA Dreamers Center, Truist Charitable Fund is helping to create a dynamic space where students can explore future careers, build confidence, and develop the skills needed to succeed in a rapidly changing world. This collaboration exemplifies how mission-aligned partnerships can drive long-term, meaningful impact, empowering the next generation while strengthening the broader community.

The JA Eisner Family Dreamers Center will serve as a regional hub for experiential education, increasing access to Junior Achievement programs and inspiring students across Central Florida to learn, achieve, and dream big.

### **Community Champions Making It Possible**

This experience is being launched in collaboration with community champions including the Eisner Family, the Lewis Family, AdventHealth, Chick-fil-A, Fairwinds Credit Union, First Horizon Bank, Florida Blue Foundation, Publix Super Markets Charities, Resource Consulting Group, Rosen Hotels & Resort, Travel + Leisure Co., CPPI, Dr. Phillips Charities and Truist Charitable Fund. Their collective vision and support are bringing this first-of-its-kind initiative to life in Central Florida.

### **About The Truist Charitable Fund**

The Truist Charitable Fund ("TCF") is committed to Truist Financial Corporation's (NYSE: TFC) purpose to inspire and build better lives and communities. TCF invests in a wide variety of local community organizations through grants that support communities driving growth across seven program areas. TCF is a corporate donor-advised fund owned and administered by Foundation for the Carolinas and advised by Truist Foundation, Inc. To learn more about our philanthropic giving, visit [TruistFoundation.org](https://www.truistfoundation.org).

### **About Junior Achievement USA® (JA)**

Junior Achievement is education for *what's next*. As a strategic partner working in collaboration with educators, employers, investors, leaders, and the communities they serve, we are dedicated to helping students achieve academically today and economically tomorrow. As a leader in experiential learning operating on a national scale with over a century of experience, we are driving toward lasting change. This means ensuring a generation of students has the transferable skills and competencies needed to navigate a rapidly changing world. By delivering career-connected learning, we are invested in accelerating economic mobility through education. By helping students become confident, capable, and connected today, we can ensure they have access to opportunity-filled futures tomorrow. Junior Achievement reaches more than 4.6 million students annually across nearly 100 U.S. markets, and is part of JA Worldwide, which serves over 19.9 million students in more than 100 countries. Learn more at [www.ja.org](https://www.ja.org).

###

**Media Contact:**

Fran Korosec  
Lake Nona Initiative Director  
407-221-4346  
fkorosec@jacentralfl.org