

Community Service 2011 Company of the Week: Capital One Financial Corporation
Week of October 9, 2011

Capital One & Junior Achievement – Expanding Online Financial Education



“JA Finance Park Virtual” is an online simulation that will enable Capital One and Junior Achievement to reach many tens of thousands of students with a meaningful financial education learning experience each year.

Capital One believes that financial literacy and money management skills are critical building blocks for economically secure communities.

As such, the newest addition to Capital One’s financial education resources is *JA Finance Park Virtual*, an innovative online financial literacy simulation that introduces young people to personal financial planning and career exploration. Based on Junior Achievement’s nationally recognized financial education curriculum for middle and high-school students, the program is the online version of the mobile learning lab that Junior Achievement and Capital One created in 2006 to take financial education on the road. *JA Finance Park Virtual* was launched in August 2011 and is designed to meet middle and high school students in a way that’s comfortable and familiar to them – online and in an interactive gaming environment.

Students entering *JA Finance Park Virtual* begin by designing personalized avatars, their on-line personas. Next, they receive a randomly-generated scenario that describes who their avatar is, including how old they are, what type of job they hold, how much money they make, what their educational background is and the size of their family. Based on that scenario, students are then tasked with meeting real-life needs such as developing a budget, maintaining a household and pursuing a career.

Check-out the free, public version of *JA Finance Park Virtual* by clicking [here](#) and then registering at the bottom of the page. Individuals are welcome to try the free, public version of the program with their own middle or high school age children, or share it with their neighbors and friends. There is also a private, expanded version of the program that will be available to schools in conjunction with Junior Achievement's four-week money-management in-classroom and teacher-led curriculum.

For more information on Capital One's financial education programs, please go to www.capitalone.com/financialeducation.

Congratulations Capital One Financial Corporation!