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For Immediate Release

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**Four Irondequoit High School students
selected as Finalists in the National *JA Social Innovation Challenge***

A team of Irondequoit High School students – Cooper Branch, Lauren Day, Lauren Gangarossa and Tyler Murray – are finalists in the Junior Achievement Social Innovation Challenge, a national competition. Made possible through support of Chick-fil-A, Inc., the challenge tasked students for ideas to improve and make an impact on their communities.

The top three teams will be announced during a Virtual Innovation Workshop on Tuesday. Each will be eligible for an exclusive, virtual workshop experience in which Chick-fil-A innovation experts and entrepreneurs provide additional guidance and resources for transforming students' ideas into reality.

The IHS team developed its idea, called "*Eco-Drain*," with IHS teacher and DECA advisor, Lou DiCesare. It started simply in an International Business class. DiCesare challenged students to help solve the problem of protecting the global environment with a business idea. Once they presented in class, students had the option to register to compete in the Central NY Junior Achievement competition. After placing third presenting live on Zoom to judges, the idea impressed JA judges enough to recommend these students enter the national competition. That required completing entrepreneurial learning modules, writing an Executive Summary and [doing a video](#) as a "two-minute elevator pitch."

"Social enterprises that utilize entrepreneurial thinking are playing a bigger role in addressing societal challenges," said Patricia Leva, President & CEO of Junior Achievement of Central Upstate New York. "We are proud of these students for demonstrating the type of innovative thinking that resulted in their participation in this national challenge. We are also grateful to Chick-fil-A nationally and to the Max and Marian Farash Charitable Foundation locally for their support of our entrepreneurial programming."

About Junior Achievement USA® (JA)

Junior Achievement is the world's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their future, and make smart academic and economic choices. JA programs are delivered by corporate and community volunteers, and provide relevant, hands-on experiences that give students from kindergarten through high school knowledge and skills in financial literacy, work readiness, and entrepreneurship. **Junior Achievement of Central Upstate New York (JACUNY)** provides programming for students in a 25- county region of Central and Upstate New York. Learn more at www.jacuny.org