

NEWS RELEASE

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## Junior Achievement of Sacramento Brings "Idea to Income" Entrepreneurship Startup Lab to Golden 1 Center This Summer

Two-day entrepreneurship experience at the Golden 1 Center empowers Sacramento students to turn ideas into action, build real-world business skills, and become eligible to apply for the national JA Social Innovation Challenge.

Sacramento, CA – Junior Achievement of Sacramento (JA SAC) is inviting the region's next generation of innovators, creators, and business leaders to participate in *Idea to Income: JA Be Entrepreneurial Startup Lab*, a dynamic two-day entrepreneurship experience taking place July 27–28, 2026, at Sacramento's iconic Golden 1 Center.

Built around the belief that every great business begins with an idea, *Idea to Income* empowers high school students to transform creativity into opportunity. Through mentorship, interactive activities, startup-inspired challenges, and collaborative problem-solving, students will learn how entrepreneurs identify real-world problems, develop solutions, and turn ideas into income.

Designed for students entering grades 9–12 who are creative, curious, and ready to build, the high-energy program will provide hands-on experience in innovation, entrepreneurship, financial literacy, and business planning. Throughout the two-day experience, participants will work together to generate big ideas, solve meaningful challenges, build and test solutions, and pitch their concepts like founders.

Students will participate in two signature Junior Achievement learning experiences—JA Creative Problem Solving and JA Rapid Business Planning—while gaining valuable insights from local entrepreneurs, business leaders, and mentors. Participants will also have the opportunity to showcase their ideas, earn recognition, and compete for prizes.

In addition to the skills and experiences gained during the *Idea to Income*, students who successfully complete the two-day program will become eligible to apply for the national **JA Social Innovation Challenge**, a prestigious competition that invites students from across the country to develop innovative solutions to real-world social and community challenges. While completion of the *Idea to Income* does not guarantee participation in the national competition, it provides students with the skills, experience, and eligibility needed to apply and take their entrepreneurial journey to the next level.

"At Junior Achievement of Sacramento, we believe every young person has the potential to become an innovator, entrepreneur, and leader," said Chris Marshall, President and CEO of Junior Achievement of Sacramento. *Idea to Income* is designed to give students more than just inspiration—it gives them real-world skills, mentorship, and hands-on experience, turning ideas into opportunities. By bringing this program to the Golden 1 Center, we're creating a space where students can think boldly, solve meaningful problems, and gain the confidence to build their own future. We can't wait to see the incredible ideas and talent that emerge from this next generation of Sacramento entrepreneurs."

With the theme of "**Big Ideas. Bold Action. Better Futures,**" *Idea to Income* reflects Junior Achievement's commitment to preparing young people for success through experiential learning that connects classroom concepts with real-world application. Whether students already have a business idea or are simply curious about entrepreneurship, the program is designed to help them build confidence, creativity, leadership skills, and an entrepreneurial mindset that will serve them well into the future.

Students will leave with practical entrepreneurial skills, increased confidence, and a deeper understanding of how innovation can create both economic opportunity and community impact—while opening doors to future opportunities through Junior Achievement's national programs and competitions.

#### Event Details

**What:** Idea to Income: JA Be Entrepreneurial Startup Lab

**When:** July 27 & 28, 2026 | 9:00 AM – 3:00 PM

**Where:** Golden 1 Center, Sacramento, CA

**Who:** Students entering grades 9–12

**Cost:** \$25 per student; scholarships available

#### Register:

<https://secure.qgiv.com/for/jaentrepreneurialstartuplab/event/ideatoincome/>

Space is limited. Interested students and families can learn more at [sacramento.ja.org](http://sacramento.ja.org) or by emailing [programs@jasac.org](mailto:programs@jasac.org).

#### 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 learning experiences 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. Additionally, Junior Achievement is expanding its reach to 18-to-25-year-olds to provide young adults with critical life skills, as well as to pre-K youth to ensure children get a solid head start. Today, JA reaches more than 4.4 million students per year in 102 markets across the United States as part of 12.5 million students served by operations in more than 100 other countries worldwide. Junior Achievement USA is a member of JA Worldwide. For more information, visit [www.ja.org](http://www.ja.org).

### **About Junior Achievement of Sacramento**

Since 1961, Junior Achievement of Sacramento, in partnership with JA USA, has been dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their futures, and make smart academic and economic choices. JA's programs – in the core content areas of work readiness, entrepreneurship and financial literacy – ignite the spark in young people to experience and realize the opportunities and realities of work and life in the 21st century.

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