



FOR IMMEDIATE RELEASE

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**BNSME'S 26th ANNUAL GOLF TOURNAMENT
DONATES \$10,000 TO JUNIOR ACHIEVEMENT OF WNY**

December 15, 2021, Buffalo, NY - Buffalo Niagara Sales and Marketing Executives is proud to announce the proceeds from their 26th Annual Golf Outing in June 2021, in the amount of \$10,000, was donated to Junior Achievement of WNY. Junior Achievement of WNY's mission is to inspire and prepare young people to succeed in a global economy to improve the quality of their lives. JA's Financial Literacy, Entrepreneurship and Work & Career Readiness Pathways become a continuum of progressive learning experiences, each inspiring, preparing, and ultimately inspiring students from Kindergarten to 12th grade to acquire and demonstrate the competencies needed to be financially capable, work and career ready, and/or entrepreneurially minded.

Jeanne Hellert, the executive director of BNSME states, "Our partnership with Junior Achievement of WNY continues to strengthen each year. Our leadership, members and supporters are so very proud that we can keep contributing to the mission of JA. BNSME is grateful for the generosity of our WNY business community."

"BNSME is not only a strong partner during the annual golf outing, but also provides the classroom volunteers and strategic collaborations among our respective Board of Directors. Junior Achievement of WNY is proud to maintain our relationship with BNSME for 26+ years and we look forward to future collaborations." Lisa Roy, Senior Development Manager, Junior Achievement.

The 27th Annual Golf Outing, presented by Vision Financial Group, a Mass Mutual Company, is taking place on Friday, June 10, 2022. Golf sponsorships and foursomes are available. Please visit bnsme.org for full event details.

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About the Buffalo/Niagara Sales & Marketing Executives:

Since 1942, the Buffalo Niagara Sales and Marketing Executives (BNSME) have been devoted to professionalism in sales and marketing. BNSME provides a unique forum for Greater Buffalo Niagara business leaders to further their professional and personal development through interaction with experts in sales and marketing by sharing ideas, best practices, knowledge, and experience.

Junior Achievement is the world's largest organization dedicated to educating students in kindergarten through 12th grade about financial literacy, entrepreneurship, and career & work readiness through experiential, hands-on programs. In the 2020-2021 school year, Junior Achievement of WNY enriched the lives of 8,679 students in 139 schools and community organizations throughout the eight counties of Western New York. For more information about Junior Achievement and how you can make a difference in a child's life, contact Lisa Roy at 716-853-1381 x212 or visit our Web site at www.jawny.org, follow us on Twitter at @JAofWNY, or like us on Facebook at www.facebook.com/jaofwny.