



PRESS RELEASE
April 8, 2011

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Teens Encouraged to Attend Wisconsin Entrepreneurship Program
April 15 Priority Deadline to Apply for Summer Business World Programs

Madison - April 15 is the deadline for high school students to receive a discounted registration rate for the Wisconsin Business World program, a summer camp designed to teach the next generation how to be responsible business leaders. Students who apply prior to the April 15 priority deadline will receive the discounted registration rate of \$125 per student. After April 15 the rate increases to \$175.

The first session of Business World 2011 will be held June 19 – 22 at St. Norbert College in De Pere; the second session will be June 26 – 29 at Edgewood College in Madison. Each session will also feature an advanced track for returning Business World students graduates.

About Business World

Business World is a unique opportunity for your high school student to learn about the real world of business. It brings high school students and business volunteers together on a college campus to learn about the challenges facing our economy, and is an opportunity that will enable today's students to prepare for their future in today's increasingly competitive global marketplace. In essence, each student will make all of the decisions demanded of real life company executives.

Celebrating its 30th year in 2011, Business World was conceived by Wisconsin's business leaders who felt a need to teach the upcoming generation about the importance of the free enterprise system, and the program has since educated more than 14,000 students. Throughout their four days, the students join a team of 10-12 who function as an imaginary "company" for the program. With the task of turning their company into a financial success, each company works harmoniously to create a unique product, develop marketing strategies, design a commercial, and compete in an online business simulation. The students will have the opportunity to interact with guest speakers and tour local companies to complete the hands-on experience.

The WMC Foundation has produced the annual Business World program since its inception in 1982. This unique program is sponsored, developed, and delivered by the business community of Wisconsin and uses local business people to teach Wisconsin high school students about the free enterprise system and real-world economics. It is a unique and challenging program designed to put high school students face-to-face with today's business challenges. All current high school students are encouraged to apply.

To access the Business World application online and to learn more about Business World, visit www.wibusinessworld.org, or call (888) 276-7953.

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