



Media Release

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Chesapeake Employers Announces Grand Opening of Insurance Storefront at Junior Achievement BizTown

(TOWSON, Md.) — Chesapeake Employers' Insurance Company celebrated the grand opening of its insurance storefront at Junior Achievement of Central Maryland BizTown with an official ribbon cutting on October 11, 2023. Located in Lansdowne, JA BizTown hosts elementary-aged children from Baltimore City, Baltimore County, and additional surrounding counties, combining in-classroom instructions with a daylong visit to JA BizTown, a simulated business community.

“JA BizTown is a phenomenal example of hands-on learning and personal exploration that provides meaningful and impactful learning experiences for the youth in our community,” said Mark Isakson, CEO of Chesapeake Employers Insurance. “Our partnership with Junior Achievement is an exciting opportunity to invest today in students' discovery of wonderful career opportunities—in insurance and other industries—that await them in the future. Our employees are excited to volunteer at JA and to make a positive difference in the lives of students through their JA BizTown experience.”



CEO Mark Isakson and employees from Chesapeake Employers Insurance joined officials from Junior Achievement and students from West Towson Elementary School for the official ribbon-cutting of the new insurance storefront in JA BizTown on October 11, 2023.



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"The goal of the JA BizTown program is to expose students to the world of work while at the same time building confidence and interpersonal skills," explained Paul Kappel, President and CEO of Junior Achievement of Central Maryland. "Students that participate in Junior Achievement, with partners such as Chesapeake Employers Insurance, see themselves as future leaders in a way they may not have experienced before. Their new storefront, emphasizing career exploration, helps students build a foundation on which they can see the relevance of their education that lasts a lifetime. Almost 10,000 students a year will be able to participate in this opportunity, and we couldn't do it without partners like Chesapeake Employers."

"As students experience the insurance store, they will learn the role insurance plays in our society," said Mr. Isakson. "They will learn how insurance can reduce financial uncertainty, fuel economic growth, and unlock the potential of businesses and their workers. Additionally, they will learn about career opportunities that exist in the insurance industry."

At Chesapeake Employers' storefront, students see colorful, bold graphics and messaging that read, "Protect Your Dreams Here," and "Who and what do you want to keep safe?" The store displays life-size posters of Chesapeake employees holding pictures of themselves when they were 10 years old. The banner above reads, "We were once your age, too." Students are assigned one of several roles including CEO, CFO, insurance agent, claims adjuster, and safety manager. By playing the Match the Insurance game, which is integrated into the design of the store and the curriculum, students learn about a variety of insurance coverages including workers' compensation, health, auto, homeowners, and life.

"This unique educational opportunity enables young students to experience for the first time what it's like to be a working adult for a day," said Mr. Isakson. "It fosters their dreams of becoming impactful leaders and productive members of society. JA opens their minds to all kinds of new possibilities where their contributions to the community can be a purposeful force for good. We at Chesapeake Employers Insurance are honored to be a part of this education experience."

About Junior Achievement

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. JA learning experiences support national and state standards in reading, mathematics, social studies, and work and career readiness. Visit <https://jausa.ja.org/>.

About Chesapeake Employers

Chesapeake Employers' Insurance Company is Maryland's largest writer of workers' compensation insurance. It is a nonprofit, non-stock, private corporation. Chesapeake Employers has served as a continuous, guaranteed source for fairly priced workers' compensation insurance since 1914. Visit <https://www.ceiwc.com>.

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