

## NEWS RELEASE

For Immediate Release

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**Junior  
Achievement®**  
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## **Eric LeGrand Announced as Keynote Speaker for December 9, 2021, New Jersey Business Hall of Fame™**

**October 14, 2021, Edison, New Jersey** – Junior Achievement of New Jersey (JANJ) announced Eric LeGrand -- motivational speaker, entrepreneur, sports analyst, philanthropist, and author -- as its keynote speaker for the upcoming 2021 New Jersey Business Hall of Fame (NJBHOF).

Known for his captivating optimistic attitude, entrepreneurship, and community involvement, it is fitting that LeGrand was chosen for this signature event that paves the way for students across New Jersey as our future business and community leaders. Having launched his own clothing brand, Shop Fifty-Two in 2019, he continues to shine as a successful entrepreneur, with the creation of his own coffee brand, LeGrand Coffee House, supported by an online-shop and a brick-and-mortar location opening later this year in his hometown of Woodbridge, New Jersey. As a Rutgers University alumnus, LeGrand's words of wisdom will be sure to ignite inspiration and hope in attendees of all ages, but particularly in youth across the Garden State. LeGrand's resilience, grit, and determination in the face of adversity makes him a perfect voice to speak to New Jersey students, as future New Jersey Business Hall of Fame Laureates, during this year's virtual celebration.



Following Eric's keynote during the Thursday, December 9 virtual event, Laureate Legacies will be recognized before an exceptional 2021 Class of Laureates is formally inducted into the New Jersey Business Hall of Fame. Nominated and chosen by their peers, Laureates consistently demonstrate high ethical standards, mentorship, community involvement, and innovative leadership throughout their careers.

2021 New Jersey Business Hall of Fame Laureates include:

- John E. Harmon, Sr., IOM, Founder, President & CEO, African American Chamber of Commerce of New Jersey (AACCNJ)
- Valerie Montecalvo, CEO & President, Bayshore Recycling
- Steve Rusckowski, Chairman, CEO & President, Quest Diagnostics

The virtual New Jersey Business Hall of Fame is open to all interested in joining. Thanks to the generosity of the event's sponsors, there is no cost to attend. With an exciting lineup of business leaders and JA Ambassadors, the evening will inspire students and adults alike.

The annual New Jersey Business Hall of Fame connects dynamic business and community leaders with students to empower our emerging young leaders, bolstered by JA's mission of providing access and opportunity to every student across the state of New Jersey. Event proceeds underwrite unsponsored JA High School Heroes leadership development, where high school students teach career readiness, entrepreneurship, and financial empowerment curricula to elementary school children within their local communities. These Heroes will serve as JA Student Ambassadors, leading the New Jersey Business Hall of Fame's program and presenting the Laureates with their awards.

To sponsor the 2021 New Jersey Business Hall of Fame on December 9 contact Krysti Peitz at [Krystin.Peitz@ja.org](mailto:Krystin.Peitz@ja.org).

To celebrate the Keynote Speaker and our Laureates, click [here](#) to purchase a digital Tribute Journal Page.

To register to attend for free, click [here](#).

**About Junior Achievement of New Jersey (JANJ):**

JANJ is an award-winning, best-in-class JA operation. With its headquarters and Capstone programs located in the JA Education Center, in Raritan Center, Edison, NJ, JANJ is a free educational resource dedicated to giving all young people the knowledge and skills they need to own their economic success and plan for their futures. JA's learning experiences primarily focus on career readiness, financial empowerment, entrepreneurship, and life skills, and are held at the JA Education Center, in schools, on college/university campuses, in corporate facilities, and online through digital learning experiences. [www.janj.org](http://www.janj.org)