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For immediate release

UNIVERSITY OF FLORIDA SIFE TEAM RECEIVES RECOGNITION AT REGIONAL COMPETITION

Gainesville, FL – April 8, 2008 – The University of Florida SIFE (Students in Free Enterprise) team returned to Gainesville as winners after participating in the Orlando, FL SIFE USA Regional Competition on April 7, 2008. The event was one of 16 SIFE USA Regional Competitions being held across the United States in March and April.

After presenting a report of their year-long community outreach projects to a panel of business leaders, the University of Florida SIFE team was named a SIFE USA Regional Champion in the overall competition. The team also received recognition as a finalist in the SIFE USA Clorox Market Economics Competition. The team will now advance to the national level of SIFE competition, at the SIFE USA National Exposition May 13-15 in Chicago, Illinois.

“It was such a rewarding experience being able to share our team’s accomplishments this year with the rest of the SIFE community. Being named a regional winner was one of the most rewarding experiences because it showed our efforts had paid off,” said Biana Shteyn, a third year criminology major on the UF SIFE presentation team.

SIFE is an international non-profit organization active on more than 1,400 university campuses in 48 countries. SIFE teams create economic opportunities in their communities by organizing outreach projects that focus on: market economics, entrepreneurship, personal financial success skills, and business ethics.

During this academic year, the University of Florida SIFE team organized seventeen projects in the Gainesville community, including Day of Difference. This project formed a partnership with Junior Achievement, allowing University of Florida students to visit 70 classrooms in eight schools to teach basic business principles, impacting approximately 1400 students. At the end of the day, the children were able to answer questions about such things as taxes, unit and assembly production, and business ethics.

According to Sarah Anassori, a senior marketing major who headed the Day of Difference project, “this service project allowed UF students to bring the entire world into a single classroom. Many of the students impacted through Day of Difference have heard about college and the University of Florida, but although they live within 15 minutes of our campus, they have never seen it. The college volunteers are able to inspire these students to stay in school and achieve their goals. SIFE is excited to use business education as a vehicle for this positive change.”

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