

FOR IMMEDIATE RELEASE

Flair from Malta wins the MetLife Life Changer Award 2017



- Flair a students' startup from Malta won the 'MetLife LifeChanger Award', sponsored by MetLife Foundation, at JA Europe's 28th [Company of the Year Competition](#).
- JA Europe's 'Company of the Year Competition' celebrates the best 200+ young entrepreneurs across 36 countries in Europe.
- The 'MetLife LifeChanger Award' recognises the student company that best embraces social impact, financial performance and innovation.

Brussels, Belgium, 13 July 2017 – Flair student startup from Malta impressed the MetLife LifeChanger Award jury with their passionate focus on social impact, financial performance and innovation.

The product developed by social enterprise Flair, the A-Cards, empowers students to Aim, Advance and Achieve in their formal education at SEC and IGCSE O-Levels. A-Cards are also used by teachers and parents to complement conventional teaching methods. On top of this, together with the Dyslexic Teens Dialogue, they have made the A-Cards as dyslexia-friendly as possible, including specific help with spelling and phonetics.

Over 200 students gathered in Lucerne between 11-13 July to celebrate the top mini-companies from across Europe. 37 student-teams competed as part of JA Europe's flagship JA Company Programme, which gives them an opportunity to set up and run a real business.

Learning to run a company from top to bottom, JA Company Programme students create and market real products and services. The success of the programme is largely due to the wide support from business volunteers, who act as mentors, offering expert advice to the students. Partnerships between education and business are essential to closing the gap between

classroom theory and real-world challenges. In the 2015-2016 school year, more than 317,000 students across 40 countries in Europe participated in the JA Company Programme.

As part of its regional LifeChanger initiative, funded by MetLife Foundation, MetLife offices partner with JA in countries across Europe, the Middle East and Africa (EMEA), including 15 countries in Europe. Last year alone, almost 900 MetLife volunteers delivered the JA curricula to primary through college level students across EMEA.

MetLife's partnership with JA Europe provides young people with the hands-on financial education they need to ensure that they are knowledgeable about key financial topics, such as budgeting, saving, investing and using credit. MetLife volunteers also help foster young people's entrepreneurial spirit and build employment skills, increasing their ability to start an income-generating business or get a job.

Dirk Ostjn, CEO of MetLife Europe who presented the award to Flair said: *"It is an honour to present the MetLife LifeChanger Award to Flair. Out of a group of first-rate submissions, they have best demonstrated that it is possible to operate a business that is profitable and innovative which also provides a positive social impact."*

"In line with MetLife Foundation's mission to empower the next generation of change-makers, JA Europe is committed to raising entrepreneurs who will deliver business strategies with strong social impact, inclusion and innovation while remaining a realistic in today's marketplace. We are very proud to contribute, together with MetLife Foundation, to making sure more people can successfully participate in our economies thanks to better education and more opportunities for employment." - **Caroline Jenner, CEO for JA Europe.**

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About [JA Europe](#)

About JA Europe (www.jaeurope.org) JA Europe is Europe's largest provider of education programmes for entrepreneurship, work readiness and financial literacy, reaching 3.5 million students in 40 countries in 2016. JA Europe brings the public and private sectors together to provide young people in primary and secondary schools and early university with high-quality education programmes to teach them about enterprise, entrepreneurship, business and economics in a practical way. JA Europe is the European Regional Operating Centre for JA Worldwide®.

About [MetLife](#)

MetLife, Inc., through its subsidiaries and affiliates ("MetLife"), is one of the largest life insurance companies in the world. Founded in 1868, MetLife is a global provider of life insurance, annuities, employee benefits and asset management. Serving approximately 100 million customers, MetLife has operations in nearly 50 countries and holds leading market positions in the United States, Japan, Latin America, Asia, Europe and the Middle East.

About MetLife Foundation

MetLife Foundation was created in 1976 to continue MetLife's long tradition of corporate contributions and community involvement. Since its founding through the end of 2016, MetLife Foundation has provided more than \$744 million in grants and \$70 million in program-related investments to organizations addressing issues that have a positive impact in their communities. Today, the Foundation is dedicated to advancing financial inclusion, committing \$200 million to help build a secure future for individuals and communities around the world. To learn more about MetLife Foundation, visit www.metlife.org.

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