

FOR IMMEDIATE RELEASE

Locker Room Talk from Sweden wins Facebook Best Social Media Marketing Campaign Award at Company of the Year Competition 2017



- [Locker Room Talk](#) a students' startup from Sweden won the 'Facebook Best Social Media Marketing Campaign Award' at JA Europe 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 Facebook Best Social Media Marketing Campaign Award recognizes outstanding work across social media platforms, celebrating creativity, innovation and connecting people to your business.

BRUSSELS, Belgium, 13 July 2017 – Locker Room Talk impressed the Facebook Signature Award jury with their strong sense of creativity, innovation and connecting people to your business and won the Best Social Media Marketing Campaign Award.



Locker Room Talk stands for gender equality. In many locker rooms, a macho-culture is created and with it comes an often degrading view of women. When boys start to approach their teens, a negative change occurs in locker rooms. The Swedish team business idea is to visit sports teams and meet young boys in the locker room to talk about gender equality and how to change bad attitudes and degrading talk in the changing rooms.

More than 200 students gathered in Brussels between July 11-12 to celebrate the top mini-companies from across Europe. Some 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, the 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 315,000 students across 40 countries in Europe participated in the JA Company Programme.

Facebook and JA Europe initiated their first partnership in 2016 with the common objective to prepare young people for future success by helping them develop essential entrepreneurial skills and competencies. Thanks to Facebook, young people participating in the JA Company Programme will benefit from professional expertise on how to promote and showcase their business.

"Facebook is proud to be a part of the JA Europe Company of the Year 2017 competition. Small businesses are the backbone of our economies. They drive economic growth and new jobs. They are vitally important to our communities and we are delighted to have an opportunity to recognize and celebrate the important role they play," said Victoria Grand, Public Policy Programs Director at Facebook.

Caroline Jenner, CEO for JA Europe, concluded, *"There are 70million SMEs on Facebook today. We are very proud to launch this partnership with Facebook, who's contributing to support and further develop entrepreneurship in Europe. For the first year, the 'Facebook*



Best Social Media Marketing Campaign Award' is helping young people realise the potential of social media in their business endeavours."

.....

About [JA Europe](#)

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 Facebook

Founded in 2004, Facebook's mission is to give people the power to share and make the world more open and connected. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them.

More on Facebook for Business at: <https://www.facebook.com/business/>

For more information, please contact:

Philippe Giot
JA Europe
philippe@jaeurope.org

#