



### The Idea

Jenny and Jack have always had a passion for the arts. They learned at a young age how therapeutic it can be. Jenny and Jack envisioned an outlet for youth to creatively express themselves; an outlet that puts serious issues in a lighter, more digestible format.

### The Venture

In June 2007, Jenny and Jack launched JJ Express, a youth-focused magazine that uses illustrated novels to shed light on important social issues. The name JJ Express comes from the sibling's initials and the word "express", embodying both moving forward and self-expression. Jenny and Jack are heavily involved in every step of the publication process. The magazine allows youth across the world to be published alongside professionals.

### The Inspiration

Teenage depression hits close to home for Jenny and Jack, siblings in North Potomac, MD. They have seen friends and classmates struggle with clinical depression, eating disorders and cutting themselves.



### The Impact

JJ Express has sold over 500 magazines. To keep up with the demand they have expanded the core team from two people to four committees. Jenny became a Youth Venture Ambassador in the summer of 2008 and began encouraging other youth to launch their own Ventures. In 2009, JJ Express won \$10,000 in the Youth Venture Best Buy @15 Challenge and put the money into a foundation that delivers their magazine to inner-city schools and youth in third-world countries.