

NEWS RELEASE

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For More Information Contact:

Catherine Milone, President
Junior Achievement of New Jersey
609-419-0404 x 108
cmilone@ja-nj.org



Pictured above are the PwC volunteers.

PwC AND JANJ . . . BRINGING FINANCIAL LITERACY EDUCATION TO NJ YOUTH

NEWARK, NJ – PricewaterhouseCoopers (PwC) has partnered with Junior Achievement of New Jersey (JANJ) to provide financial literacy and economic educational programs to students in Newark, New Jersey. On May 20th, as part of a JA Day program, 47 volunteers from PwC visited 22 classrooms at Ben Franklin Elementary School and team-taught the JA curriculum to approximately 484 students in grades kindergarten through 5th.

At a time when the need for financial literacy education has never been more necessary or widespread, these corporate community volunteers provided the elementary school children with JA's interactive, colorful and information-rich curriculum and led hands-on games and activities designed to better equip the children to enter adulthood with a fundamental understanding of personal finances. These volunteer role models connected with the students by sharing personal stories from their own childhood, educational and employment backgrounds, and key career success skills. Overall, the day was a rewarding experience for students, teachers and volunteers alike.

That evening, some of these same volunteers joined their fellow employees, friends and family to participate in the 5th Annual Accountants Bowl-a-thon that was held at three different locations in NJ. This "party with a purpose" raised over \$34,000 in support of JA's financial literacy and work readiness programs throughout NJ and was sponsored by PricewaterhouseCoopers, Ernst & Young, KPMG, Crowe Horwath and Sax Macy Fromm.

Following is some of the post-event feedback from participating PwC volunteers:

- "Got to see kids learn something firsthand and how great it felt to teach them something valuable."
- "Insight into teaching younger generation about the importance of family, jobs, and education."

About PwC

PricewaterhouseCoopers (www.pwc.com) provides industry-focused assurance, tax and advisory services to build public trust and enhance value for its clients and their stakeholders. More than 155,000 people in 153 countries across our network share their thinking, experience and solutions to develop fresh perspectives and practical advice. "PricewaterhouseCoopers" refers to the network of member firms of PricewaterhouseCoopers International Limited, each of which is a separate and independent legal entity.

About Junior Achievement

Junior Achievement's (JA) mission is to inspire and prepare young people to succeed in a global economy. Through a dedicated volunteer network, JA provides in-school and after-school programs for students in grades K-12. JA offers work readiness programs that focus on seven key content areas: business, citizenship, economics, entrepreneurship, ethics/character, financial literacy, and career development. Today JA Worldwide® reaches over 9,300,000 students worldwide in 100 countries. For more information, visit www.ja.org. For information on JANJ, please visit www.janj.org