



NEWS RELEASE

For More Information Contact:

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

Jennifer Fagan, Allstate New Jersey Insurance Company
Phone: 908-252-5164/ E-mail: jennifer.fagan@allstate.com

Allstate New Jersey and JANJ Make Statewide Impact for Youth in the Spring of 2010

Princeton, New Jersey (April, 2010) – This spring, more than 1000 students will receive a healthy dose of the real world when it comes to managing their finances. Through a generous sponsorship from Allstate New Jersey Insurance Company (Allstate New Jersey), Junior Achievement of New Jersey (JANJ) will offer students throughout the Garden State financial literacy and work readiness programs.

To coincide with the launch of Financial Literacy Month in April, Allstate New Jersey is offering the *Junior Achievement High School Heroes* program, which puts volunteer high school students in an elementary classroom to teach Junior Achievement material. Upcoming *Junior Achievement High School Heroes* programs will take place in Sewell, Manchester, various locations throughout Trenton, and in Franklin Park, N.J.

William P. Ballinger, President of the Bridgewater-based Allstate New Jersey and member of the JANJ State Board of Directors, has been a prominent supporter of Junior Achievement's financial literacy programs.

"Allstate New Jersey is a proud supporter of Junior Achievement of New Jersey. The *High School Heroes* program is a wonderful day of learning for both the high school students and the elementary school students," said Ballinger. "For the high school students, they learn the importance of being a mentor, while the younger ones get to learn crucial financial literacy skills. We look forward to continuing this very important partnership with Junior Achievement in the years to come."

Catherine Milone, JANJ President, echoed this sentiment when she said, "The various High School Heroes events taking place this spring further cement Allstate New Jersey's leadership in displaying how the insurance and financial services industries are actively working to improve their local communities one neighborhood at a time."

About JA Worldwide™ (Junior Achievement)

JA Worldwide is the world's largest organization dedicated to inspiring and preparing 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. JA Worldwide® reaches 9.8 million students per year in 367,305 classrooms and after-school locations. JA programs are taught by volunteers in inner cities, suburbs, and rural areas throughout the United States of America and in 123 countries. For more information, visit www.ja.org

About Junior Achievement of New Jersey (JANJ)

Junior Achievement of New Jersey (JANJ) is dedicated to creating business education partnerships (Biz-Ed Partners) for the state of New Jersey through its K-12 economic education and financial literacy programs by touching 33,000 students this school year. JANJ is constantly looking for and developing new partners to grow its student outreach. For local information, visit www.janj.org

About Allstate New Jersey

Known through the "You're In Good Hands With Allstate®" slogan, Allstate New Jersey Insurance Company and its affiliates help individuals in more than a half million New Jersey Households protect what they have today and better prepare for tomorrow through approximately 325 agents and financial representatives. Customers can access Allstate New Jersey products and services through Allstate agencies, or at allstate.com and 1-800-Allstate®. The Allstate Financial Group provides life insurance, supplemental accident and health insurance, annuity, banking and retirement products designed for individual, institutional and worksite customers that are distributed through Allstate agencies, independent agencies, financial institutions and broker-dealers.