

# INTERNAL NEWS RELEASE

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## **VERIZON & JANJ MAKE STATEWIDE CONNECTIONS: ANNUAL 'BOWL-A-THON RAISES \$22K AND REACHES 700+ ASBURY PARK YOUTH**

On May 21, 2010 more than 225 Verizon employees from across the Garden State teamed up at various bowling alley locations to raise funds in support of the Junior Achievement (JA) cause in NJ. This annual Verizon 'Bowl-A-Thon' is championed by JANJ's State Board Vice Chairman, William Foshay, SVP/Centralized Operations, Verizon and South Board Officer, Susan Carducci, Director-Regional Provisioning, Verizon.

In conjunction with their Bowl-A-Thon fundraisers, Verizon sponsored two JA Day classroom volunteer events in Asbury Park which reached the entire student bodies of Thurgood Marshall Elementary and Hope Academy Charter Schools, impacting a combined 715 students with JA's financial literacy and entrepreneurial curriculum. The Verizon JA Day at Thurgood Marshall became the district's inaugural High School Heroes event in which 35 Asbury Park High School students partnered alongside 42 Verizon volunteers co-teaching JA's grade-specific, hands-on activities to 535 youngsters in twenty-four classrooms. At Hope Academy, another 18 Verizon volunteers reached another 180 students in nine classrooms. A survey among teachers at both schools showed that 100% of the teachers agreed that this project served a valuable purpose for their students, the JA materials are a helpful tool for teaching social studies, and that the students appeared to be inspired by the volunteers.

Pamela O'Neill of Verizon, coordinator of both Asbury Park JA Days and the Bowl-A-Thons, successfully recruited team captains to muster 32 teams of six bowlers who raised a grand total of more than \$22,000 to help fund JA's economic and financial literacy-based programs for NJ's youth. At the Neptune Bowl-A-Thon location, it also was an opportunity for 18 of the Asbury Park High School Heroes to further network with Verizon employees in celebration of their accomplishments at the JA Day. These Bowl-A-Thons, affectionately known as JA's Parties With a Purpose, will enable more than 34,000 students in the Garden State to receive the JA programs by the end of June through its volunteer network which already includes nearly 100 Verizon classroom volunteers.

The economic climate has been a challenge for everyone, but it is no surprise that Verizon employees rose to the fundraising challenge. What a great feat for three teams to raise \$750 or more as demonstrated by **Maria Angelini**, the captain of Verizon's highest fundraising team this year attaining the amount of \$2,230, **Teresa Malone's second place team** raising \$840, and **Charin Cetkowski's third place team** raising \$755.

Many volunteers who were holding the lucky door prize tickets won a variety of goodies including gift certificates to local restaurants, various gift packages, and gift cards to local

stores. However, everyone agrees that the true winners are the K-12 students of New Jersey!

Catherine Milone, President of JANJ, expressed her gratitude by saying, "Verizon is truly one of the best corporate community partners to JANJ. We are so appreciative of everyone's time and energy spent on us both in fundraising and in the classroom."

If you would like to participate in next year's Verizon Bowl-A-Thon or want to become a classroom volunteer role model, please contact Pamela O'Neill at 908 559-5501 or Ellen Motts at 609-419-0404 x110.