



For Immediate Release

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Junior Achievement of New Jersey



Capital One/Junior Achievement Finance Park Opens Its Doors to NJ Youth
A Simulated Community, Where Young People Learn Financial Life Lessons

Newark, NJ (February 1, 2012) – Junior Achievement of New Jersey kicked off opening day at Capital One/Junior Achievement Finance Park, located at 540 Broad Street, Verizon State Headquarters. Nearly 90 students from Christ the King Prep of Newark, gained first-hand budgeting experience as they spent the day as an adult. Prior to visiting the park, these students spent critical hours in the classroom on money management lessons as part of the *JA Finance Park* program.

More than 3,000 middle and high school-aged students will experience Capital One/Junior Achievement Finance Park in New Jersey, which will be open through early April.

Photographed (Left to Right, Front to Back) – Freshman youth from Christ the King Prep are joined by Jackie Janesk, Market Human Resource Manager, Walmart; Bill Ballinger, President, Allstate New Jersey Insurance Company; Catherine Milone, President, Junior Achievement of NJ; Jon Trombley, New Jersey Market President, Capital One Bank; Sheila Rostiac, Director Corporate Responsibility, PSEG; Nick DeTura, Senior Vice President of Supply Chain and Logistics, Alcatel-Lucent; and Susan Carducci, Director of Network Operations, Verizon. *Not pictured are representatives from Dun & Bradstreet and NJ Division of Consumer Affairs.*

About Junior Achievement® (JA)

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. JA programs reach over 4 million students per year, in 124 markets in urban, rural and suburban areas in all 50 states across the US. In New Jersey, JA will reach more than 46,000 students this school year. Visit www.jan.org.