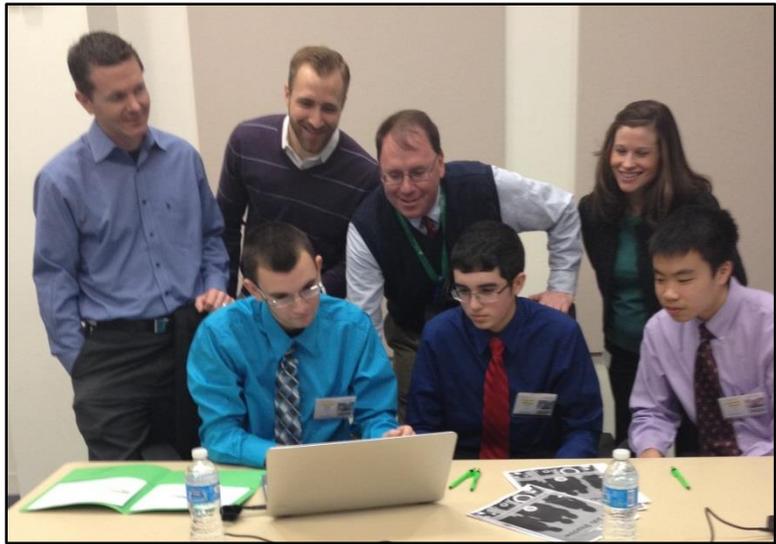




PRESS RELEASE
For Immediate Release

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Brad Updegrove, Category Manager, Johnson & Johnson; Will Leiner, Senior Financial Analyst, Johnson & Johnson; Ron Richter, Future Business Leaders of America Educator and Sarah Hall, Senior Manager, Johnson & Johnson with participating JA Titan Challenge students.

Johnson & Johnson Hosts State's First JA Titans Challenge

Somerville, NJ, February 20, 2014 - The Johnson & Johnson, JA of NJ Board member team: Brad Updegrove, Will Leiner and Sarah Hall proudly partnered with Ron Richter, Future Business Leaders of America educator and JA of NJ Board member again and showed their support to one of eight semifinal JA Titan Challenge teams. Using knowledge gained from the students' previous sessions at their schools, the students competed as businesses to see which one was going to be crowned the JA Titan champion.

The Program allowed students to operate a virtual company through a Web-based simulation. Their success depended on decisions about their product's price and their company's marketing, research and development, and business practices. Win or lose, these students gained an understanding of how management decisions affect a company's bottom line.

“As the corporate partner for this event, Johnson & Johnson was thrilled to offer the students a tangible real world experience to complement their TITAN simulation learnings. Our commitment to the community through outstanding partnerships such as this is a great example of how private businesses can support the communities in which they operate. We are thankful that the Junior Achievement and Future Business Leaders of America chose Johnson & Johnson to host such a great event. Financial literacy is critical for our state's future and we look forward to continuing Johnson & Johnson's participation in events that help teach this critical curriculum,” noted William Leiner, of Johnson & Johnson.

“We are so thankful to Johnson & Johnson for their years of support as a JA Business-Education Partner. Their dedicated volunteer teams have spent countless hours in classrooms co-teaching with JA High School Heroes in local elementary schools throughout the state. They bring JA programs to life by teaching them about the economics of life and inspiring them to reach their potential while exploring careers in STEM. Hosting our first-ever JA Titans Challenge has given many NJ high school students an experiential-learning opportunity of a lifetime,” explains, Catherine Milone, president, Junior Achievement of NJ.

About Junior Achievement

Junior Achievement of New Jersey is dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their future, and make smart academic and economic choices. JA programs are delivered by corporate and community volunteers. They provide relevant, hands-on experiences that give students from kindergarten through high school knowledge and skills in financial literacy, work readiness and entrepreneurship. JANJ will reach 48,000 students this year in over 70 school districts across the New Jersey. For more information visit us at www.janj.org Follow us on Twitter and like us on Facebook.