



## JA Finance Park®

### FOR IMMEDIATE RELEASE

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**Photographed:** JA Finance Park volunteers from Capital One Bank, MetLife and Merrill Lynch spent the day with students from New Brunswick and Health Sciences Technology High Schools and college student volunteers from the Middlesex County College New Brunswick Center EMPOWER program.

**Piscataway, NJ, December 10, 2013** - JA Finance Park volunteers from Capital One Bank, MetLife and Merrill Lynch spent the day with students from New Brunswick and Health Sciences Technology High Schools at the Capital One/JA Finance Park simulated city last Friday, mentoring them through the day's challenge to manage a personal financial budget.

The high school students are part of EMPOWER, a college preparation initiative created by the Middlesex County College (MCC) New Brunswick Center that focuses on Latino youth from New Brunswick. Five MCC student volunteers spent a semester teaching the JA Finance Park curriculum during the EMPOWER students' after-school program sessions at the New Brunswick Center. Of the experience, one student said, "There was a lot to learn on this trip. I learned that budgeting will not only affect you but also the people around you such as a wife and children. My volunteer was very helpful and I liked how we interacted with each other." Another student observed, "To spend my money wisely, I must first check with my budget, and also keep in mind my net monthly income." The JA Finance Park program is a no-cost solution to New Jersey schools, helping students to meet the 9.2 statewide standard in financial literacy education. This two-pronged educational approach gives students first-hand knowledge and skills in personal money management in the classroom, and culminates with a field trip to the Capital One/JA Finance Park simulated city, an experiential learning lab where students experience a day in a life of an adult.

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#### **About Middlesex County College New Brunswick Center- EMPOWER**

EMPOWER is a college preparation initiative created by the Middlesex County College New Brunswick Center that focuses on Latino youth from New Brunswick. It is supported by college student volunteers from Middlesex County College Democracy House/Bonner Foundation and the Rutgers University Bonner Foundation and CESEP program (Civic Engagement and Service Education Partnerships Program), leaders from local community organizations, and community minded business representatives.

The EMPOWER program is guided by a professional volunteer and college professionals. The program gives preference to high school Latino students formerly involved with EMPOWER who are entering their senior year in high school, are first generation college students (the first in their immediate family to enter college) and who demonstrate financial need. Participation is totally voluntary and a student can withdraw in writing at any time. However, only students who complete the program satisfactorily may

apply for any EMPOWER program scholarships. For more information, please contact *Evelyn Rosa, EMPOWER Founder and Director, MCC New Brunswick Center at 732 745-8866, ext. 119.*

**About Junior Achievement of New Jersey**

Junior Achievement of New Jersey (JANJ) is leading the charge in empowering young people in the Garden State to own their economic success through turnkey, standards-based curriculum programs in financial literacy, work readiness and entrepreneurship. Delivered by JANJ's extensive network of trained volunteers, JANJ's sequential K-12 programs are preparing New Jersey's youth to be leaders in their communities, while giving schools the resources they need to ensure students meet New Jersey's core curriculum content standards and graduation requirements in financial literacy (Standard 9.2). JANJ's free, data-driven programs are a win-win for all; driving excellence and delivering results in financial education that are moving students, parents and families, volunteers, schools and communities forward. In the 2012-2013 school year, 44,569 New Jersey students got an edge on their financial future through Junior Achievement. For more information, please visit <http://janj.org>.