

FOR IMMEDIATE RELEASE

Contact: James Griffin
Allstate New Jersey Insurance Company
Phone: 908-252-5036
Pager: 1-800-759-8888 / PIN # 1147422
E-mail: jgrik@allstate.com

Catherine Milone-Richards, President
Junior Achievement of New Jersey
609-419-0404 x 108 (cmilone@ja-nj.org/<http://nj.ja.org>)

trenton YouTH Are the leaders of today

Trenton, NJ – April is National Financial Literacy Month and April 27, 2008 to May 3, 2008 is National Volunteer Week, and in no better fashion does Allstate respond than by sponsoring a JA In-A-Day High School Heroes program at the Stokes Elementary School in Trenton. On April 29, 2008, seniors and freshman business-finance students from Trenton High School - West Campus will accept the challenge of volunteer teaching the younger students in Junior Achievement's business and financial literacy-based games and activities for kindergarten through second grades. Over 150 Trenton elementary students will have received personal leadership training and real-world professional advice from youth leaders from their own neighborhoods.

Corporate volunteers will have the opportunity to impact the Trenton West Campus High School Heroes by joining them in the pre-event networking hour in which they will create relationships and answer questions about career building as well as share words of wisdom on key career success skills. This volunteer initiative allows students to have a direct impact within their own community and will serve to prove that youth can lead by example at this very moment, no longer having to accept the idea that they are limited to being "the leaders of tomorrow".

About Allstate NJ

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 270 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.

About Junior Achievement

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 workforce readiness programs that focus on seven key content areas: business, citizenship, economics, entrepreneurship, ethics/character, financial literacy, and career development. Today JA Worldwide® reaches over 8,300,000 students worldwide in 100 countries. For more information, visit www.ja.org.

This year, Junior Achievement of New Jersey (JA-NJ), a member of JA Worldwide, will reach approximately 30,000 students in the Garden State. For more information, visit <http://nj.ja.org>.

For the second consecutive year, JA Worldwide has received a four-star rating from Charity Navigator, America's largest independent evaluator of charities. Receiving four out of a possible four stars two years running is yet another example of JA's vitality in the nonprofit sector, and speaks to the level of commitment by staff and supporters to ensure JA's vision and purpose are met with integrity, respect, and excellence.