

NEWS RELEASE

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Pictured above are the volunteers with some of the students.

ALLSTATE NEW JERSEY and JANJ . . . PARTNERS IN FINANCIAL LITERACY EDUCATION

WILLINGBORO, NJ – Allstate New Jersey Insurance Company has partnered with Junior Achievement of New Jersey (JANJ) to provide financial literacy and economic educational programs to students living in Willingboro, New Jersey. On Friday, October 23rd, as part of a JA Day program sponsored by Allstate New Jersey, a total of 22 volunteers from Allstate New Jersey and *JA High School Heroes* visited 16 classrooms at Hawthorne Elementary School and team-taught the JA curriculum to approximately 303 students in 1st through 4th grades. The JA High School Heroes, who are home-schooled 9th to 12th grade students, taught 1st and 2nd grades.

A JA Day event takes place at a local elementary school giving volunteers the opportunity to teach Junior Achievement's (JA's) financial literacy and work readiness curriculum in a condensed time frame. JA's activity-based programs are taught over the course of one school day (from 8:30 am to 1:30 pm) by teams of two or more volunteers. This program is a powerful team-building experience for volunteers as well as a memorable community service project for the school. The benefit for the school is a free program that meets educational standards with minimal time taken from the classroom. JA's curriculum is tied to the NJ Core Curriculum Content Standards as well as the Partnership for 21st Century Skills.

At a time when the need for financial literacy education has never been more necessary or widespread, these corporate community volunteers and home-schooled youth provided the elementary school children with JA's interactive, colorful and information-rich curriculum and led hands-on games and activities designed to better equip the children with a fundamental understanding of personal finances. These volunteer role models connected with the students by sharing personal stories from their own childhood, educational and/or employment backgrounds, and key career success skills. Overall, the day was a rewarding experience for students, teachers and volunteers alike.

"The faculty and students at Hawthorne Elementary School seemed to very much enjoy having the Allstate New Jersey and *JA High School Heroes* volunteers participate as teachers and bring a unique perspective to their classrooms," said Catherine Milone, president of Junior Achievement of New Jersey. "JANJ is proud to have the Allstate New Jersey and *JA High School Heroes* volunteers participate in helping educate our state's elementary grade students, and we very much hope to welcome them all back to participate in a JA Day event next year."

About The Allstate Foundation

Established in 1952, The Allstate Foundation is an independent, charitable organization made possible by The Allstate Corporation and Allstate New Jersey Insurance Company. The Allstate Foundation sponsors community initiatives to promote "safe and vital communities"; "tolerance, inclusion, and diversity"; and "economic empowerment." The Allstate Foundation believes in the financial potential of every individual and in helping America's families achieve their American dream.

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 work readiness programs that focus on seven key content areas: business, citizenship, economics, entrepreneurship, ethics/character, financial literacy, and career development. JA Worldwide reaches 9.3 million students per year in 367,305 classrooms and after-school locations. JA programs are taught by volunteers in inner cities, suburbs, and rural areas throughout the United States of America and in 123 countries. For more information, visit www.ja.org. For information on JANJ, please visit www.jani.org