



## NEWS RELEASE

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### ***Nourishing Our Communities Through Role Models***

**CAMDEN, NJ** – Campbell Soup Company has partnered with Junior Achievement of New Jersey (JANJ) to provide financial literacy and economic educational programs to students living in Camden, New Jersey. On Tuesday, October 27<sup>th</sup> and Wednesday, October 28<sup>th</sup>, as part of *Make a Difference Week*, 62 volunteers from Campbell Soup Company visited 18 classrooms at F.X. McGraw Elementary School and 12 classes at J.G. Whittier Elementary School. During these two JA Day events, they team-taught the JA curriculum to approximately 511 students in grades kindergarten through fifth.

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 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 employment backgrounds, and key career success skills. Overall, the day was a rewarding experience for students, teachers and volunteers alike.

"Campbell Soup is dedicated to partnering with organizations that enhance the quality of life for the communities in which our employees and customers work and live. Helping these young people achieve their dreams ensures they will make a positive impact in our communities", said Chris Delaney, President of Emerging Markets for Campbell Soup and a JANJ State Board member. Mr. Delaney has a vision to help JANJ reach all elementary school children in Camden, which includes more than 13,000 students in 28 schools".

Special guest Secretary of State Nina Mitchell-Wells spent the day visiting 2<sup>nd</sup> and 5<sup>th</sup> grade classrooms. She also spoke with the volunteers during their lunch break, thanking them for their time and effort and stressing how important it is for them to volunteer their time in the classroom.

Another special guest was Fred Baxter, former NFL tight end with a 12-year career span. Baxter attended Auburn University and was drafted by the New York Jets in the 5th round of the 1993 NFL draft. Baxter started the Fred Baxter Foundation in 2000 to empower and support at-risk youth and families who are living below poverty levels. He spent time during both JA Days sharing with and mentoring the students.

"The faculty and students at F.X. McGraw and J.G. Whittier Elementary Schools very much enjoy having the Campbell Soup Company 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 Campbell Soup Company 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 Campbell Soup Company**

Campbell Soup Company is a global manufacturer and marketer of high-quality foods and simple meals, including soup, baked snacks, and healthy beverages. Founded in 1869, the company has a portfolio of market-leading brands, including "Campbell's," "Pepperidge Farm," "Arnott's," and "V8." For more information on the company, visit Campbell's website at [www.campbellsoup.com](http://www.campbellsoup.com).

#### **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](http://www.ja.org). For information on JANJ, please visit [www.janj.org](http://www.janj.org)