



## NEWS RELEASE

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### **HSBC Partners with Junior Achievement of New Jersey to Bring “JA in a Day” to Local Students**

PRINCETON, NEW JERSEY — Junior Achievement (JA) of New Jersey today announced it joined with HSBC – North America to host a “JA Day” event at Hillcrest Elementary School on November 10, 2009. Junior Achievement welcomed 35 HSBC volunteers, impacting 496 students in the Somerset area.

“JA Day” events deliver an entire Junior Achievement program, comprised of five or more lessons, in the course of one school day. Junior Achievement programs teach K-12 students about work readiness, entrepreneurship, and financial literacy with age-appropriate, hands-on programs that align with state learning standards. Junior Achievement programs are usually delivered during weekly classroom visits by a volunteer from the community.

HSBC- North America has supported Junior Achievement since 1942. Since that time, nearly 10,000 HSBC volunteers have delivered programs to over 300,000 students in 44 states. In 2008, more than 2,500 HSBC volunteers taught Junior Achievement classes about business, entrepreneurship, financial literacy, and work readiness to some 45,000 K-12 students nationwide.

“We were thrilled to receive volunteer support from HSBC, a longtime champion of Junior Achievement. These HSBC volunteers imparted their experience and financial knowledge to students who are starting to learn the value of personal financial literacy and the economics of life,” said Catherine Milone, president of Junior Achievement of New Jersey.

Junior Achievement reaches more than nine million students around the world. In June of 2008, HSBC and JA Worldwide launched a US\$3.4 million, three-year global program to teach children how to manage their money responsibly. *JA More than Money™* is a global expansion of JA Worldwide’s successful financial literacy lessons aimed at children aged 7 to 11. The program will involve HSBC staff in 15 countries including the U.S. This strategic initiative is designed to build on the breadth and depth of HSBC’s commitment to financial education and its support for JA Worldwide.

“As an organization committed to financial literacy, HSBC employees are keenly aware of the critical role early education plays in creating a generation of knowledgeable consumers,” said Patrick Cozza. “Junior Achievement programs are one of the best ways to reach not only young people, but their families, as we know that the students go home and share what they have learned in class.”

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#### **About Junior Achievement® (JA)**

Junior Achievement is the world's largest organization dedicated to inspiring and preparing young people to succeed in a global economy. Through a dedicated volunteer network, Junior Achievement provides in-school and after-school programs for students which focus on three key content areas: work readiness, entrepreneurship, and financial literacy. Today, 135 individual area operations reach more than four million students in the United States, with an additional five million students served by operations in 123 other countries worldwide. For more information, visit [www.ja.org](http://www.ja.org).

#### **About HSBC – North America**

HSBC North America Holdings Inc. is one of the top ten financial services companies in the United States. HSBC – North America comprises all of HSBC’s U.S. and Canadian businesses with assets totaling \$479 billion at 30 September 2009.. The company’s businesses serve customers in the following key areas: personal financial services, credit cards, specialty insurance products, commercial banking, private banking, and global banking and markets.

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