

NEWS RELEASE

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Pictured above (left - right) are Campbell Soup employees Tammy Brockman, Yacinda Vallejo, and Holly Eck with students from Mr. Stills' 5th grade class.

Campbell Soup and JANJ Team Up To “Make A Difference” In Camden

CAMDEN, NJ – As part of two Junior Achievement “JA Day” events, Campbell Soup Company staff members recently volunteered their time and talents to *make a difference* in Camden during National Make a Difference Week by helping students improve their financial literacy skills. Chris Delaney, President of Emerging Markets for Campbell Soup and a JANJ State Board member, has a vision to help JANJ reach all elementary school children in Camden, which includes more than 13,000 students in 28 schools.

As Mr. Delaney recently stated, “Campbell is honored to work with Junior Achievement and a great group of dedicated teachers on this valuable program. It is especially rewarding and enjoyable to help provide hundreds of students with information they can use for the rest of their lives. We look forward to continuing our relationship with JA and the schools in our neighboring Camden area.”

On October 28 and October 30, 80 Campbell Soup employee volunteers team-taught JA’s financial education curriculum to a total of 29 classes at F.X. McGraw and J.G. Whittier Elementary Schools, impacting approximately 500 students from kindergarten through fifth grade. The Campbell Soup employees provided the children with an interactive, colorful and information-rich curriculum produced and supplied by JA. The volunteers led hand-on games and activities designed to teach lessons about business, economics and life skills to instill confidence and drive home the economic value of a diploma. They connected with the students by sharing personal stories from their own childhood, educational and employment backgrounds, and shared key career success skills. Overall, the day was a rewarding experience for students, teachers and volunteers alike.

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.

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 9,300,000 students worldwide in 100 countries. For more information, visit www.ja.org. For information on JANJ, please visit www.janj.org