

FOR IMMEDIATE RELEASE

NEWS

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As Part Of *Community Service 2008*, Allstate New Jersey Supports Junior Achievement of New Jersey In The Group's Launch Of It's "High School Heroes" Program for 2008

Trenton, New Jersey (September 24, 2008) – Junior Achievement of New Jersey (JA-NJ) and Allstate New Jersey Insurance Company (Allstate New Jersey) partnered to provide 206 Kindergarten through 3rd grade children at Stokes Elementary School with an interactive, colorful and information-rich curriculum taught by 27 volunteer role-models from Trenton Central High School – West Campus "JA-NJ High School Heroes." Byron Hopkins, Finance Manager for the Bridgewater-based Allstate New Jersey, represented the insurer at the event and joined one of the students in one of her in-class presentations.

The event was done as a part of the "Community Service Day 2008 (CS '08)," a July-September 2008 national volunteerism initiative that Allstate New Jersey is taking part in. Launched by the Washington, DC-based Financial Services Roundtable, Community Service Day 2008 – formerly known as "Community Build Day" – marks the seventh annual observance of this national initiative to display how the financial services industry works to improve their local communities.

Of the 27 volunteers, five were alumni of Stokes Elementary. This program gives high school students a unique opportunity to lead by example by volunteering with Junior Achievement at a local elementary school. Through the program, high school students teach JA's activity-based financial literacy curriculum to kindergarten, 1st, and 2nd, even 3rd graders over the course of one school day. These volunteers teach not only about financial literacy, but also life skills, while instilling confidence and driving home the economic value of a diploma.

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About Community Service 2008

From July 1-September 30, 2008, Community Service 2008 unites member companies' efforts to improve the communities in which they work, and strengthens partnerships with non-profit partners and public policymakers. The focus of Community Services 2008 will be on Financial

Education, with increased visibility of financial education programs in communities. The Financial Services Roundtable represents 100 of the largest integrated financial services companies providing banking, insurance, and investment products and services to the American consumer. Member companies participate through the Chief Executive Officer and other senior executives nominated by the CEO. Roundtable member companies provide fuel for America's economic engine, accounting directly for \$66.1 trillion in managed assets, \$1.1 trillion in revenue, and 2.5 million jobs. For more information, visit www.fsround.org.

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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 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 more than 30,000 students in the Garden State. For more information, visit <http://nj.ja.org>.

EDITOR’S NOTE/CAPTION: *“From Whence We’ve Come: Community Service 2008”* – Participating in a recent High School Heroes’ JA In A Day event, Trenton High School student Naquanna Willis (left) is joined by Byron Hopkins, Allstate New Jersey’s Finance Manager, as she helps teach a class of kindergarteners at Trenton’s Stokes Elementary School. Hopkins regularly volunteers with Junior Achievement of New Jersey (JA-NJ). And, in addition to being a JA-NJ School Heroes Program participant, Stokes Elementary is Willis’ alma mater.

