

For Immediate Release  
December 14, 2007

For More Information Contact:  
Catherine Milone-Richards, President  
Junior Achievement of New Jersey  
609-419-0404 x 108  
[cmilone@ja-nj.org](mailto:cmilone@ja-nj.org)  
<http://nj.ja.org>



**JUNIOR ACHIEVEMENT OF NEW JERSEY, LOCAL BUSINESS PROFESSIONALS AND WASHINGTON TOWNSHIP HIGH SCHOOL STUDENTS TEAM-UP TO TEACH FINANCIAL LITERACY PROGRAMS TO ELEMENTARY SCHOOL STUDENTS**

*High School Heroes Program Provides High School Students with the Opportunity to Serve as Role Models to Younger Students and Work with Business Professionals*

*Washington Township, NJ* - Junior Achievement of New Jersey (JA-NJ) volunteers taught financial literacy programs to 572 elementary school students, in grades one through five, as part of a community partnership that teamed 20 Washington Township business professionals with 20 Washington Township high school students who participate in JA-NJ's High School Heroes Program. The JA-in-a-Day event, during which elementary school students receive five 45-minute financial literacy lessons during the course of one school day, provides participating youngsters with hands-on programs that teach them about the important roles they play in the local, national and global economies. Additionally, the community partnership event enables the High School Heroes, who are part of a program that places high school students in the classroom as JA volunteers and role models for elementary school students, to gain essential skills they can use in the classroom, in the workplace and in life.

“The Junior Achievement programs these elementary school students receive and the way in which they receive them will inspire and prepare them to succeed in a global economy. With only 32% of parents talking to their kids about personal finance, it makes programs like these all

the more important,” said Catherine Milone-Richards, president of JA-NJ. “Moreover, the High School Heroes get to serve as mentors and build their resumes and enhance their communication skills. The business professionals, who represent some of New Jersey’s leading companies and firms, have the opportunity to give back to the communities where they live and work. Events like today benefit everyone involved, as well as the local community and the state of New Jersey.”

“It is such a great feeling to see the youngsters’ faces light up when they have that ‘ah-ha’ moment, a moment when they realize the importance of what they just learned and how it will help them succeed. JA’s programs provide countless moments like that,” said Anthony Panto, Vice President, Karr Barth Associates of AXA Advisors, who coordinated the event with JA-NJ at Bells Elementary School.

Eight years ago, JA-NJ implemented the High School Heroes program as a way to provide financial literacy programs to more New Jersey elementary school students. The elementary school programs that the Heroes teach explain basic concepts of business and economics and how education is relevant to the workplace. The High School Heroes program currently has 208 Heroes, representing ten schools. During the 2007-08 academic year, JA-NJ’s High School Heroes Program will reach 1,820 elementary school students. JA-NJ’s December 11<sup>th</sup> community partnership event was the first time High School Heroes partnered with business professionals to teach JA programs.

When asked what she had gained from this experience, Jessica McBride, a 12<sup>th</sup> grade High School Hero from Washington Township High School, said, “I never worked with kids before. I enjoyed taking what I learned in school and applying it to teaching the lessons. I would love to come back and do this again.”

Business professionals who participated in the JA-in-a-Day on December 11<sup>th</sup> represent numerous local companies and residents. The High School Heroes who participated in the event are from Washington Township High School.