

For Immediate Release
December 2007

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



Pictured above are the 31 Verizon Wireless employee volunteers who participated in the JA In-a-Day event on December 17th.

Verizon Wireless Joins Junior Achievement to bring the “economics of life” to local students

Newark, NJ – Verizon Wireless employees joined with Junior Achievement of New Jersey (JA-NJ) to provide financial literacy and economic educational programs to students in Newark. On Monday, December 17th, as part of a JA In-a-Day program, 31 employee volunteers from Verizon Wireless, based in Basking Ridge, visited 12 classrooms at Alexander Street School in Newark, NJ and team-taught the JA curriculum to 265 students in grades one through three.

The Verizon Wireless volunteer role models provided these students with an interactive, colorful and information-rich curriculum produced and supplied by JA. These volunteers gave of their time and themselves, teaching and connecting with the students. They taught about business, economics and life skills while instilling confidence and driving home the economic value of a diploma.

“We are thrilled to receive volunteer support from Verizon Wireless. These volunteers have served as role models while imparting 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-Richards, President of Junior Achievement of NJ.

One-Day Event Details

- What:** A one-day event in which elementary school children receive the five-lesson, JA elementary curriculum. Trained volunteers teach the lessons. Program materials are provided to volunteers prior to the training session.
- When:** 8:30 am – 1:30 pm
- Where:** Alexander Street School, 43 Alexander Street, Newark, NJ 07106
- Why:** Community volunteers have the opportunity to serve as positive role models to elementary school students, while delivering JA's activity-based economics education curriculum.
- How:** Before the day of the event, volunteers are assigned to an elementary school, grade level, and class. After receiving program training by a JA-NJ staff person (either face-to-face or via conference call), the employees meet their classes and teach the lessons.
- Who:** The Verizon Wireless employee volunteers. It is highly recommended that all volunteers team-teach to minimize preparation.

About Verizon Wireless

Verizon Wireless operates the nation's most reliable wireless voice and data network, serving 63.7 million customers. The largest U.S. wireless company and largest wireless data provider, based on revenues, Verizon Wireless is headquartered in Basking Ridge, N.J., with 68,000 employees nationwide. The company is a joint venture of Verizon Communications (NYSE: VZ) and Vodafone (NYSE and LSE: VOD). Find more information on the Web at www.verizonwireless.com. To preview and request broadcast-quality video footage and high-resolution stills of Verizon Wireless operations, log on to the Verizon Wireless Multimedia Library at www.verizonwireless.com/multimedia.