

## NEWS RELEASE

For Immediate Release  
December 2007

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Pictured above are the employee volunteers from Kraft who taught the JA programs at Ivy Hill Elementary School in Newark, NJ.

Kraft partners with Junior Achievement to bring the “economics of life” to local students

*Newark, NJ* – Kraft has partnered with Junior Achievement of New Jersey (JA-NJ) to provide financial literacy and economic educational programs to students in Newark. On Friday, December 7<sup>th</sup>, as part of a JA In-a-Day program, 30 employee volunteers from Kraft visited 16 classrooms at Ivy Hill Elementary School in Newark, NJ and team-taught the JA curriculum to 327 students in kindergarten through 5<sup>th</sup> grade.

The Kraft volunteer role models provided these children 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 Kraft. 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.

### What is a JA In-a-Day Program?

JA In-a-Day is a half-day event at the elementary school level that gives community volunteers the opportunity to teach Junior Achievement’s (JA’s) financial literacy and workplace readiness curriculum in a condensed time frame. JA’s activity-based programs are taught over the course of one school day as opposed to the traditional implementation method over five consecutive weeks. This program is a powerful team-building experience as well as a memorable community service project. The benefit for the school is a free program that meets educational standards, with minimal time taken from the classroom.

### ***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:** Ivy Hill Elementary School, 107 Ivy 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 Kraft employee volunteers. It is highly recommended that all volunteers team-teach to minimize preparation.