



NEWS RELEASE

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Allstate New Jersey Insurance Company (Allstate New Jersey) of Bridgewater and Junior Achievement of New Jersey Launch the Trenton High School Heroes Project 2009- 2010

Trenton, New Jersey (October, 2009) – Over 35 students from the Law & Justice Small Learning Community Program of Trenton High School West Campus recently participated in the inaugural *JA High School Heroes* program, through a “JA In A Day” event presented by Junior Achievement of New Jersey (JANJ), for the 2009 / 2010 school-year. William P. Ballinger, President of the Bridgewater-based Allstate New Jersey, welcomed the High School Heroes, during the event, which took place at the Stokes Elementary School. This ongoing JANJ program is being sponsored by The Allstate Foundation in New Jersey, JANJ officials noted. The Princeton-based organization received a 2009 grant for \$52,000 from The Allstate Foundation, through the auspices of Allstate New Jersey, to support group’s *Economics for Success* and *High School Heroes* programs, as well as JANJ after-school initiatives.

In teams of two to five, the High School Heroes presented JA curriculum to all 326 Kindergarten through fifth-grade students at Stokes Elementary School. The students will begin their program with a warm welcome from William P. Ballinger, President of Allstate New Jersey, who’s also a JANJ State Board member. The High School Heroes Program was developed to improve the student volunteers’ interpersonal communication, problem-solving, and presentation skills as well as boost their self-image. The students will complete at least five hours of community service in addition to their three hours of JA volunteer training – with the goal of preparing these students to enter the workforce.

Ballinger, who also serves on the JANJ State Board of Directors, said, “Planting the seeds of sound economics – at any early age – is vitally important. In New Jersey, across the country and around the world, JA is able to bring the real world into classrooms and after-school programs. The JA experience helps with a child’s overall educational development.” He added, “Being a part of JANJ is wonderful and mutually beneficial experience. And Allstate is proud to support this outstanding organization.”

Catherine Milone-Richards, JANJ President, said, “We implemented the High School Heroes Program so the school students can see how they can make an impact in their own neighborhoods and throughout the city. These Trenton High School Heroes are going to be great future leaders, and we’re proud to be a part of their development.” She continued, “This Stokes School event further cements Allstate New Jersey’s leadership in displaying how the insurance and financial services industries are actively working to improve their local communities one neighborhood at a time.”

Mike Troutman, JANJ Program Manager, added, “Hopefully, school districts throughout the state will look to Trenton as an example of the tremendous long-lasting impact service learning can have in their own communities.”

Last year, JANJ reached 8,660 elementary students across the state through the High School Heroes Program, Milone-Richards noted. This year, the goal is to reach over 10,000 elementary students with over 3,500 of the students coming from Trenton, she added.

About JA Worldwide™ (Junior Achievement)

JA Worldwide is the world’s largest organization dedicated to inspiring and preparing young people to succeed in a global economy. Through a dedicated volunteer network, JA Worldwide provides in-school and after-school programs for students in grades K-12. JA Worldwide offers educational programs that focus on seven key content areas: business, citizenship, economics, entrepreneurship, ethics/character, financial literacy, and career development. Today, 139 individual area operations reach approximately four million students in the United States, with more than 3.5 million students served by operations in 100 countries worldwide. For more information, visit www.ja.org.



About Junior Achievement of New Jersey (JANJ)

Junior Achievement of New Jersey (JANJ) is dedicated to creating business education partnerships (Biz-Ed Partners) for the state of New Jersey through its K-12 economic education and financial literacy programs by touching 33,000 students this school year. JANJ is constantly looking for and developing new partners to grow its student outreach. For local information, visit www.janj.org

About The Allstate Foundation

Established in 1952, The Allstate Foundation is an independent, charitable organization made possible by subsidiaries of The Allstate Corporation. The Allstate Foundation partners with nonprofit organizations on community initiatives that promote "safe and vital communities," "tolerance, inclusion, and diversity" and "economic empowerment." Teen driving and empowering victims of domestic violence have been priorities for the Foundation since 2005.

EDITOR'S NOTE/PHOTO CAPTION: William P. Ballinger, Allstate New Jersey President of the Bridgewater-based Allstate New Jersey (below, top left), is shown addressing students from the Law & Justice Small Learning Community Program of Trenton High School West Campus. The kids recently participated in the inaugural JA High School Heroes program, through a "JA In A Day" event presented by Junior Achievement of New Jersey, for the 2009 / 2010 school-year. The High School Heroes, Frederick Hoagland (shown in the bottom right photo helping one of the students), Michelle McFadden, Dayron Proctor and Isamar Aldea (shown in the bottom left photo leading an classroom exercise), and the others, were met by enthusiastic youngsters and inspired educators. Before the Trenton High School West Campus teens hit the classrooms, Ballinger welcomed the High School Heroes (shown in the other photos below) during the event, which took place at the Stokes Elementary School. A .jpg version of all of the photos can be presented upon request.



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