

## For Immediate Release

November 14, 2007

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## ENTERPRISE RENT-A-CAR PARTNERS WITH JUNIOR ACHIEVEMENT TO BRING THE “ECONOMICS OF LIFE” TO LOCAL STUDENTS



Newark, NJ – Enterprise Rent-A-Car has partnered with Junior Achievement of New Jersey (JA-NJ) to provide financial literacy and economic educational programs to students in Newark. On Tuesday, November 13<sup>th</sup>, as part of a JA In-a-Day program, 24 employee volunteers from Enterprise went into 10 classrooms at Maple Avenue School in Newark, NJ and team-taught the JA curriculum to 166 students in grades three, four, and five.

The Enterprise employees 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.

### 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:** Maple Avenue School, 33 Maple Avenue, Newark, NJ
- 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:** Enterprise employee volunteers. It is highly recommended that all volunteers team-teach to minimize preparation.

## **About Enterprise**

Enterprise Rent-A-Car is a local company that just happens to have a presence in thousands of neighborhoods across five countries. We are a positive economic force in our communities, creating meaningful jobs and purchasing millions of dollars' worth of goods and services through local businesses. In New Jersey, Enterprise has four stores located in Newark, and 13 stores in Essex County. We employ more than 400 people that live in and around Newark.

Enterprise is also committed to strengthening our communities, one neighborhood at a time! We actively support thousands of organizations and donate millions of dollars each year to a variety of causes. We know that business can't be a one-way street – our overall goal is to advance the interests and priorities of our company and the people we are trying to serve. That's why Enterprise is proud and excited to partner with Junior Achievement and Maple Ave School to present JA in a Day! Our employees are excited to educate, inspire, and be inspired by these students who will serve as Newark's future.