

For Immediate Release

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For More Information Contact

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MERCER CTY PHOTO OPP: PSE&G partnering with Junior Achievement to bring after-school programs to local students

Trenton, NJ – PSE&G is partnering with Junior Achievement (JA) of New Jersey to sponsor after-school programs that teach local students the basic concepts of financial literacy, economic education, entrepreneurship & how education is relevant to the workplace. The JA "*More than Money*" curriculum will be administered to 65 students at the P.J. Hill Elementary School in Trenton on Thursdays and Fridays beginning December 15, 2005.

"PSE&G is proud to partner with Junior Achievement on a number of educational initiatives," said Don Tretola, Public Affairs Manager for PSE&G, and a JA Board Member. "When we invest in our youth, we invest in the future."

What is the JA After-school Initiative?

Junior Achievement After-school is a national initiative dedicated to meeting the need for quality, educational, after-school programming. JA's after-school efforts utilize a variety of Junior Achievement's K-12th grade business and economic programs to create rich, engaging after-school experiences for at-risk children in diverse communities across America. Moving forward, JA will continue to research, develop and evaluate new programs that will be designed specifically for the after-school time frame.

Photo Opportunity Details:

Date: Thursday, December 22, 2005
Time: 3:30 pm
Place: P.J. Hill Elementary School
1010 E. State Street
Trenton, NJ 08609

Why this initiative?

The hours immediately after school are when many unsupervised kids get into trouble. JA believes it can help promote after school as a safe, educational time of day by partnering with traditional after-school providers.

The Need

Many parents and working families in NJ currently lack access to meaningful after-school programs for their children. As a result, too many children are left unsupervised after the school day ends. These after-school access problems are greater for many minorities and disadvantaged communities. In addition, young people are leaving school without basic knowledge of economic concepts and financial literacy.

About Junior Achievement

Junior Achievement is the world's largest organization dedicated to educating young people about business, economics and free enterprise. Through a dedicated volunteer network, JA provides in-school and after-school programs for students in grades K-12. JA offers educational programs that focus on seven key content areas: business, citizenship, economics, entrepreneurship, ethics/character, financial literacy, and career development. Today over 140 offices reach four million students in the United States, with over two million students served by operations in 97 countries worldwide. For more information, visit www.ja.org.

About PSE&G

Public Service Electric and Gas Company (PSE&G) is New Jersey's oldest and largest regulated gas and electric delivery utility, serving nearly three-quarters of the state's population. PSE&G is the winner of the ReliabilityOne National Achievement Award for superior electric system reliability. PSE&G is a subsidiary of Public Service Enterprise Group Incorporated (PSEG) (NYSE:PEG), a diversified energy company (www.pseg.com).