

## For Immediate Release

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## For More Information Contact

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### Corporations Invest in Newark Students Through Junior Achievement

*Newark, NJ* - On December 16, 2005, [Lucent Technologies](#), [Verizon](#), and [Verizon Wireless](#) volunteers will visit 300 Newark kids and participate in Junior Achievement's JA In-a-Day Program. "JA In-a-Day" is an event that gives corporate volunteers the opportunity to serve as positive role models to students while delivering Junior Achievement's economic education curriculum. The mission is to educate and inspire young children to be successful. Students and their volunteer consultants experience JA through fun, activity based, age-appropriate lessons. These educational programs focus on seven key content areas: business, citizenship, economics, entrepreneurship, ethics/character, financial literacy, and career development. But volunteering for Junior Achievement (JA) is more than an academic experience. JA volunteers act as mentors and leaders to young people; inspiring kids to succeed, encouraging their dreams and helping to visualize clear possibilities in their lives.

JA's Elementary School Programs are designed to show students how and why people assume roles as citizens, consumers, workers and employers. For example, first grade students learn the difference between a need and a want, and how jobs provide for family members' needs and wants. Third grade students learn about various careers found within a city, and even role-play as newspaper reporters, city planners, construction workers, restaurant owners and bankers. During one activity, 3<sup>rd</sup> grade students examine the purpose of a newspaper (as a communication tool), as well as the role of the reporter, generating and organizing articles for a class newspaper.

#### Event Details

**When:** Friday, December 16, 2005

**Where:** [Alexander Street School](#), 43 Alexander Street, Newark, NJ 07106

- On-site Visit: 9:15-10:15am - The media, as well as JA Board Directors and their guests, are invited to an on-site tour to see these volunteers in action.
- Continental breakfast will be served from 9:00-9:15 am and classroom visits will follow from 9:15-10:15am.
- Best opportunity for press photos is between 9:15-10:15am.

**Event Benefits:** The benefit to participating companies is a powerful team-building experience as well as a memorable community service project. The benefit to the school is a free program that meets educational standards with minimal time taken from the classroom.

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Verizon Communications Inc. (NYSE: VZ), a Dow 30 company, is a leader in delivering broadband and other communication innovations to wireline and wireless customers. Verizon operates America's most reliable wireless network, serving 49.3 million customers nationwide, and one of the nation's premier wireline networks, serving home, business and wholesale customers in 28 states. Based in New York, Verizon has a diverse workforce of nearly 215,000 and generates annual revenues of more than \$71 billion from four business segments: Domestic Telecom, Domestic Wireless, Information Services and International. For more information, visit [www.verizon.com](http://www.verizon.com).

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