



# CELEBRATES FINANCIAL LITERACY MONTH

## JUNIOR **ACHIEVEMENT** OF NEW YORK **FINANCIAL LITERACY MONTH UPDATES**

**National Financial Literacy Month is shaping up to be a HIGH VISIBILITY and AWARENESS month For JUNIOR ACHIEVEMENT OF NEW YORK:**

Monday, April 11

### **JA New York 3-Week Financial Literacy Month Campaign Kick-off: Captivate Network**



The Financial Literacy Month themed campaign will run from April 11 through to May 1<sup>st</sup>. Two campaign messages will run on alternate days throughout the duration of the run. The campaign will be in 245 NYC buildings / 2695 screens (8x per hour / 12 hours per day).

Missed it in the elevator? Here are the links to the campaign messages scheduled to run.

**Campaign A:** <http://www.youtube.com/watch?v=rkkculb6od0>

**Campaign B:** <http://www.youtube.com/watch?v=8Kqo8WXeyYc>

**-More-**

TUESDAY, APRIL 12



## METS “TEAM MATES IN YOUR COMMUNITY” PROGRAM OPPORTUNITY

Citi has a partnership with the METS & last year they started a program called “*Teammates in Your Community.*”

The **2011 Teammates in the Community event** will take place at CitiField on April 12.

Six veteran METS alumni players will visit a JA New York partner school – the **Academy of Finance & Enterprise, LIC, Queens** - where they will deliver a presentation to over 60 students & teachers about the power of life-long learning, career change and transferable skills.

### The METS Alumni players participating:

- [Ed Kranepool](#)
- [Doug Flynn](#)
- [Matt Franco](#)
- [Wayne Garrett](#)
- [Jerry Grote](#)
- [Felix Millan](#)

Citi will be inviting press to cover the event.

The METS will also provide game tickets for AOFE students in that class for the game that evening.



In addition, the METS will honor an “outstanding JA volunteer” on the field at the game that evening. The METS will be honoring **JA volunteer, DOUG YORK**, from **National Grid**. Doug’s name and picture will appear on the Jumbotron and a special JA message and logo will also run with it.

Doug has been a passionate and an active advocate and supporter of Junior Achievement programming for many years. During the current fiscal/academic year, Doug helped coordinate a JA-in-a-Day event at PS 206, where National Grid partnered with Kingsborough Community College to teach basic money management skills to 20 classes of kindergarten, first, and second-grade students. He also assisted in National Grid’s annual Youth Leadership Conference/Job Shadow with Brooklyn Technical High School in March.

During the 2009-2010 school year, he went above and beyond as a JA volunteer to help direct multiple, large-scale, one-day National Grid sponsored employee volunteer events, reaching hundreds of NYC and Long Island students. As a role model, both in and outside of his company, Doug has personally taken the time to recruit and train from Kingsborough Community College student volunteers in a collaborative JA volunteer partnership with National Grid.

Not only is Doug a volunteer organizer, he also volunteers to teach JA economic and financial education in traditional and one-day classes. A natural born leader, he has also led company sponsored fundraising efforts to support the delivery of free economic education to K-12 students raising thousands of dollars to provide opportunities to New York City and Long Island students.

Wednesday, April 13

## NYSE Bell Ringing Opportunity



Junior Achievement has been invited to ring the NYSE Closing Bell in Celebration of April, National Financial Literacy Month, to highlight the critical need to help young people become savvier about managing money in order to lead successful lives.

Junior Achievement empowers young people to own their economic success, and currently impacts four million U.S. youth. JA's K-12 experiential programs focus on financial literacy, work readiness and entrepreneurship, and are typically delivered by a volunteer from the local business community. Junior Achievement works closely with the business and education communities to enhance the relevance of education—helping young people connect what they learn in school to life after graduation.

**Joseph Peri, President JA New York and Buzzy Thibodeaux, Executive Vice President -- Junior Achievement USA**, will be joined by 7 students and an educator from the High School of Economics and Finance to participate in this wonderful opportunity.

The NYSE bell ringings are the most widely watched daily news events -- viewed by millions of people around the world. The bell ringing can be seen live on CNBC, FOX Business News and CNN.

JA New York's NYSE closing bell ringing ceremony will be webcast live on nyse.com and [live to the jumbo screen on the W Hotel in Times Square](#). Below are live and archive links for the bell ringing.

**HERE is the LIVE LINK to view the event online:** <http://www.nyse.com/attachment/liveflashbell.htm>

*\*\* Please note that the live link will not become active until approx. 3:59 p.m. EST.*

The archived video will be available on your event page on nyse.com approximately **30 minutes after the event**.

The event can be accessed from the NYSE Events Calendar at:

<http://www.nyse.com/events/1021232178548.html#0103>

*\*\* Note: the event page is created the day prior to the event.*

*\*\* Note: once active, the archive link will be available for one year.*

**The event will also be promoted via several social media platforms:**

**FACEBOOK – NYSE Euronext – Official Site Fan Page** - NYSE Euronext will promote the JA bell ringing on their official fan page - <http://on.fb.me/nysefacebookfanpage>

**TWITTER - @NYSE\_Euronext:** In addition to tweeting during the JA Bell Ringing event, the NYSE will post a link to the media alert and bell ringing on Twitter. The posting will direct followers to the media alert on nyse.com, as well as the bell ringing on NYSE Euronext's YouTube channel (nysetv1) and our website. You can follow NYSE Euronext on Twitter at [http://twitter.com/NYSE\\_Euronext](http://twitter.com/NYSE_Euronext).

**We encourage you to tweet about this event in advance and during the Bell Ringing. Use Handles and Hashtags below:**

### TWITTER HANDLES:

- JA\_USA
- JANewYork
- MyAchievement

### HASHTAGS:

- #financialliteracymonth
- #JANewYork
- #JuniorAchievement

**YOU TUBE** - The NYSE will post video of the bell ringing on our You Tube Channel – [nysetv1](#).

The NYSE will have a photographer cover the event. A photograph of the bell ringing will be serviced to AP, Reuters and Bloomberg, and will be posted to the JA New York website.

Thursday, April 14, 2011

## NYSE PANEL DISCUSSION & DISCOVERY CHANNEL OPPORTUNITY



JA New York president Joseph Peri, has been invited by JA New York Board Member, Michelle Green, Vice President and Head of Corporate Responsibility for NSYE Euronext, to participate as a guest panelist on a NYSE hosted panel: **“Community Financial Empowerment – What Makes for Successful Collaboration.”** Mr. Peri will address representatives from NYSE member companies who have an interest in financial literacy education and economic empowerment.

The panel will be moderated by Walter Schubert, Founder and CEO of the Schubert Group. Mr. Peri’s fellow panelists are John Hope Bryant (Operation Hope), Tahira Hira (IA State), and Judy Chapa (Financial Services Round Table).

## Discovery Channel “Live Virtual Field Trip



In addition, JA New York’s 2010 Student Leader of the Year - Samuel Arijeloye - has been selected as one of several students from NYC schools, to participate in a **Discovery Channel “Live Virtual Field Trip”** at the NYSE. Sam is a 12<sup>th</sup> grade student at **Murry Bergtraum HS**. He will participate in conducting live interviews from the NYSE trading floor.

## ABOUT DISCOVERY CHANNEL LIVE @ THE NYSE



As part of the NYSE’s celebration of Financial Literacy Week, they have partnered with Discovery education to have a live “virtual field trip” which gives an opportunity for classrooms around the country to “visit” and learn about the NYSE and financial markets. Please share this information with your network of teachers and encourage them to register – should be a good financial literacy learning opportunity!

## Join Us Live at the New York Stock Exchange, April 14, 12:00-1:00PM ET

Join Discovery Education and the New York Stock Exchange on April 14, 2011 from 12:00-1:00PM ET as we go live from the floor of the New York Stock Exchange. We’ll introduce your middle and high school students to the basics of stock ownership and initiate a dialogue on financial responsibility.

**Register Your Classroom Today at <http://www.discoveryeducation.com/nyse/index.cfm>**

During this exclusive online event that requires only an internet connected computer, your students will have the opportunity to:

- Meet young market professionals: brokers, designated market makers, and technology experts, who will guide classrooms through stock market terminology and describe their roles at the exchange
- Interact with executives from the NYSE and financial experts who will introduce students to the basics of financial responsibility and stock ownership and answer student questions
- Gain insights into market volatility by tracking stock activity live, during a companion chat session

Pre- and post- classroom connection guides, related thought starters, and student activities will be distributed to all registered classrooms in advance of the event in order to provide a comprehensive learning experience. Educator-led discussions during the event will allow for optimal student participation.