

PRESS RELEASE

Local ShopRite partners with Camden Students for Consumer Trip

Camden, NJ: On March 25, 2011 third and fourth graders at the UrbanPromise in Camden, New Jersey will participate in a Student Consumer Trip to the ShopRite of Cinnaminson, where they will gain practical experience and consumer knowledge as they shop their way through the grocery store. The students must keep within their budget of \$100 and make tough decisions about whether or not to buy an item. The seventh graders at UrbanPromise, who were the first students to participate in this trip, will be there to help their fellow schoolmates seek out bargains while also being mindful of the basic needs and nutrition.

The shopping expedition is sponsored by the Eickhoff ShopRite of Cinnaminson who has joined who has joined UrbanPromise in their quest to demystify mathematics. This program helps the third and fourth graders learn about the basic skills of planning and working with a budget as well as applying math concepts and terminology. At the checkout line, once students have purchased everything the cashiers will tell them if they are over or under their budget. Sandra Dixon, the Lead Elementary School teacher as well a chaperone on the trip says, "It's an awesome program! I'm very glad we decided to try it out!"

Students will be broken into groups of two or three with parents as chaperones. After shopping students will go to different station in the market to solve math problems.

Event Details:

Friday, March 25, 2011, 9-11:45am
ShopRite of Cinnaminson
141 US Highway 130 North
Riverton, NJ 08077

About UrbanPromise

UrbanPromise has one clear mission, to build a city of promise, one child at a time. By equipping Camden's children and young adults with the skills necessary for academic achievement, Christian leadership and life management, UrbanPromise has grown from a tiny summer camp program to a multifaceted institution with a reputation of solidarity and success. Among their many programs are private schools for grades k-12, after school programs, summer camps, and various other recreational and educational programs, each targeting different parts of the lives of Camden's youth. Learn more about UrbanPromise at www.urbanpromiseusa.org

Available for comments or interviews:

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