

*** MEDIA ADVISORY ***

HUNTINGTON LEARNING CENTER ANNOUNCES SPONSORSHIP OF JUNIOR LEAGUE OF HARTFORD'S FRESHPLACE BACKPACK PROGRAM AND DONATES SCHOOL SUPPLIES

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(Editor's Note: Photo and Video Opportunities Available)

WHAT: Huntington Learning Center will formally present a donation of school supplies and officially announce its sponsorship of a backpack for the Junior League of Hartford's Freshplace Backpack Program.

The Freshplace Backpack Program is a project developed by members of the Junior League of Hartford to address hunger in Hartford in connection with its Freshplace collaboration with Foodshare and Chrysalis Center. The Program distributes more than 120 backpacks per month during the school year to students at Martin Luther King Jr. Elementary School. Currently 39.1% of children (under the age of 18) in the Upper Albany are living at or below the poverty level and many of these children rely on school and after-school provided meals for their nourishment. In an effort to reach some of these children, the Freshplace Backpack Program provides backpacks filled with child-friendly, nonperishable and vitamin-fortified meals and snacks to students and their families each Friday to feed both student and their family through the weekend. The backpacks are returned each Monday, filled by Junior League of Hartford volunteers and re-distributed to students each Friday.

Huntington Learning Center opened its doors to students struggling with basic skills in mathematics, reading, study skills, test anxiety and other factors that play a role in academic achievement. Together, with the Junior League of Hartford, the Center is committed to addressing children's needs in the greater Hartford community.

See Page 2 for more information.

WHO: The Junior League of Hartford, Inc. and Huntington Learning Center.

WHERE: Huntington Learning Center
Simsbury Commons Shopping Center (Between Borders & Bed, Bath & Beyond)
530 Bushy Hill Rd.
Simsbury, CT 06070
(860) 651-7376
www.huntingtonlearningcenter.com

WHEN: Monday, August 20, 2007
10:00 a.m.

CONTACT: Carolyn Hoffman
The Junior League of Hartford
(860) 683-2819
Carolyn-Hoffman@sbcglobal.net

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BACKGROUND

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About The Junior League of Hartford, Inc.

The Junior League of Hartford, Inc. is an organization of women committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. Since 1921, the Junior League of Hartford has been committed to making a difference in the greater Hartford community by assessing and identifying community needs, and then developing either direct programs or collaborations with other organizations and agencies to help meet those needs. More information can be found at www.jlhartford.org.

About Freshplace

The Freshplace Backpack Program grew out of a collaboration between Foodshare, the Junior League of Hartford and Chrysalis Center to construct an innovative, new food pantry model, called Freshplace. The organizations are creating a client-choice pantry to serve the Upper Albany and Asylum Hill neighborhoods and the Greater Hartford community. The pantry will be open extended hours and offer fresh fruits, vegetables, dairy and meats in addition to other staples. Along with food, Freshplace will address related community needs by providing referrals to services, nutrition education, budgeting workshops and food stamp prescreening. It will act as a support network for existing pantries, centralize resources and serve as a model for future collaborations. The goal of this initiative is to provide food to people in need, in a dignified and accessible manner, while also assisting patrons in overcoming obstacles that have caused them to live at or below the poverty level.

About the Freshplace Backpack Program

The Freshplace Backpack Program operates with this same goal. While Freshplace is being constructed, the Junior League of Hartford launched a pilot backpack program to meet the immediate needs in the Upper Albany community. The program is operated through the Village for Families and Children's Family Resource Center within the Martin Luther King Elementary School, located a few blocks from the eventual Freshplace site. In its pilot year, the Freshplace Backpack program distributed an average of 15 pounds of food per child/per week, along with school supplies and personal care items.

About Huntington Learning Center

Huntington Learning Center of Simsbury has provides supplemental education and tutoring services to students struggling with basic skills in mathematics, reading, study skills, test anxiety and other factors that play a role in academic achievement. Building on a 30-year track record as the longest running provider of supplemental education and "tutoring" services, Michelle Voegtle, M.ED, LPC, and her staff will offer personalized instruction by certified teachers to Simsbury and the Farmington Valley students from Kindergarten through 12th grade. The Center will also offer courses to help students prepare for the SAT and ACT. In addition to providing on-site instruction, Huntington will also work with local schools to ensure that area educators and guidance counselors are aware of the services that are offered to struggling students.