



## FOR IMMEDIATE RELEASE

CONTACT: Megan Wotton  
Jlp.news@jlp.org  
505.400.3315

### **The Junior League of Phoenix's ROCKETS Program Honored with Community Impact Award**

*Award recognizes the best program amongst all Junior League chapters*

PHOENIX, AZ, June 2014—A signature program of the **Junior League of Phoenix (JLP)**, **ROCKETS** (Raising Our Children's Knowledge by Educating Through Science), recently won the **2014 Association of Junior Leagues (AJLI) Award for Community Impact**. Phoenix was one of 10 leagues to be recognized at AJLI's awards ceremony at its annual conference. The Community Impact Award recognizes outstanding programs that have created long-lasting measurable results that illustrate the Junior League tradition of achieving significant community impact through thoughtful collaboration.

The ROCKETS program addresses the dire state of early childhood education in Maricopa County. The program provides hands-on science activities, supplemented with math lessons, to at-risk children in Maricopa County to help foster problem solving, critical thinking, and exploration skills that are critical to future academic success.

The program is predicated on four efforts: monthly, theme-based classroom lessons that reach an average of 300 children and their families; a Teacher Launch Seminar for more than 50 educators in the area; a Spring Signature Event that brings ROCKETS to Phoenix neighborhoods; and the ROCKETS go-to box, an off-the-shelf resource for teachers and parents to work with their own children.

Since it began in 2010, ROCKETS has hit several milestones including increasing its membership and community participation; branding itself in the community; creating a credible seminar for teachers; attracting funding support and delivering a high-quality science and math skills program to thousands of children. In addition, it has enabled the JLP to deepen one of its most important partnerships with the Children's Museum of Phoenix, which it helped build and where it now maintains a ROCKETS classroom. Some 62 teachers have been registered, volunteer hours are up, and some 2,000 students are expected to be reached this year, surpassing last year's goal by 25 percent.

With the Community Impact Award recognition, JLP received \$10,000 to further strengthen ROCKETS and leverage the program for years to come.

"We are so thrilled to be chosen for this award from over 293 Leagues based all over the world," Anne Hoffman, JLP President, said. "It is such an honor for the Junior League of Phoenix and the Valley of the Sun! There are more than 155,000 members of Junior Leagues internationally, and the almost 1,000 women in the Junior League of Phoenix have worked hard and should be proud of the difference we are making in this community."

#### **About The Junior League of Phoenix**

The Junior League of Phoenix, Inc. is an organization of almost 1,000 women committed to promoting voluntarism, developing the potential of women, and improving the Valley of the Sun through the effective action and leadership of trained volunteers. Celebrating its 80<sup>th</sup> anniversary this year, JLP has invested millions in the community and contributes over 75,000 volunteer hours annually. Current league programs are structured around the JLP's focus area of "Building a Healthy Arizona."

For more information about The Junior League of Phoenix, please visit [www.jlp.org](http://www.jlp.org) or call The Junior League of Phoenix Headquarters at (602) 234-3388.

###