

Link Community School
120 Livingston Street
Newark, NJ 07103
Serving Newark for 40 Years

FOR IMMEDIATE RELEASE

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**LINK COMMUNITY SCHOOL NAMES PRUDENTIAL FINANCIAL
AS GALA HONOREE**

Newark (September 23, 2008) Link Community School, an independent middle school located in the Central Ward of Newark, announced it will honor Prudential Financial for their long-standing commitment to the school as well as their good corporate citizenship in Newark, at the school's annual benefit event, A Taste of Newark, on Wednesday, November 12, 2008 at NJPAC.

Over many years, Prudential has enabled Link to fulfill its mission to provide an outstanding middle school education to youngsters of all academic abilities and socio-economic backgrounds from Newark and the surrounding areas that prepares them for success in school and beyond. Their loyal and generous partnership has included general operating support, event sponsorship and volunteers --mentors and event assistance-- through the Prudential Community Financial Resources group.

Regarding their financial support, Link's Director of Annual Fund Ngozi Emenyeonu states that Prudential has "...truly helped us (Link) to carry out our mission in Newark. For their support of a culture of academic excellence and their community revitalization efforts which have led to Newark's resurgence, we wish to celebrate and recognize Prudential as a beacon of hope in Newark."

Link is a tuition based school however, the real cost of education is far beyond what is realistic for parents to pay. So the school relies on the generosity of corporations such as Prudential as well as foundations, churches and individuals for the bulk of the funds necessary to operate the school. A Taste of Newark, Link's major fundraiser, where the school will honor Prudential this year, provides roughly one quarter of the school's operating budget.

For more information about Link Community School and its benefit event, A Taste of Newark honoring Prudential, visit the school's website at www.linkschool.org.

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