



FOR IMMEDIATE RELEASE
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**Indianapolis students get hands-on with home security at JA BizTown®
*DEFENDER Direct opens replica home in interactive learning environment***

INDIANAPOLIS – Thousands of local fifth-grade students will now be able to learn the importance of home safety and security as DEFENDER Direct officially celebrates the opening of its “home” in Junior Achievement of Central Indiana’s JA BizTown on Monday.

A premier provider for the ADT home security brand, DEFENDER Direct is sponsoring a replica home in JA BizTown, where students will play the role of security system installers, learning the important business and technical skills needed to protect families. The home will also offer insight into the heating and cooling (HVAC) industry and teach students how to be more energy efficient.

As crime rates continue to rise, homeowners see value in the peace of mind provided by a home security system. By giving children the opportunity to better understand the home security and safety options that are available, they are being armed with critical knowledge to help ensure their own safety.

About 85 students from IPS 84 will join several top Junior Achievement and DEFENDER Direct executives to celebrate the opening at **10:45 a.m., Monday, May 12, at JA BizTown, 74th St. and Keystone Avenue.**

“DEFENDER Direct is proud to be a partner of Junior Achievement of Central Indiana, a relationship we are truly passionate about. Junior Achievement’s mission of improving students’ financial literacy aligns seamlessly with our mission of developing leaders and helping our employees be the best versions of themselves,” said David A. Lindsey, Chairman of the Board at DEFENDER Direct and Board Member for Junior Achievement of Central Indiana. “We’re excited to offer local students the opportunity to expand their knowledge of the home security industry, while learning how to protect themselves and their families and promote energy efficiency,” he added.

JA BizTown is a hands-on learning simulation for fifth graders, who operate their own mini-town and act as producers and consumers, working in small groups, to run businesses. Students complete several weeks of in-class business curriculum and then spend a full day at JA BizTown, where they earn paychecks, manage their own checking accounts, pay taxes, seek business loans, make purchases and more.

“I am honored to welcome DEFENDER Direct into the JA BizTown family,” said Jennifer Burk, president and CEO of Junior Achievement of Central Indiana. “JA BizTown is a wonderful venue for businesses to actively demonstrate their commitment to promoting financial literacy and supporting our future leaders – our children.”

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About DEFENDER Direct

Founded in 1998, DEFENDER Direct is a premier provider for the home security brand ADT. The company also offers Tyco Security Products. As a result of its unprecedented growth, the company has expanded its residential services offerings to include Williams Comfort Air, a Central Indiana heating, cooling and plumbing company offering Carrier products. DEFENDER Direct employs more than 2,000 individuals in 48 states with over 120 branch offices nationwide. Visit www.defenderdirect.com for more information.

About Junior Achievement USA (JA)

Junior Achievement is the world's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their future, and make smart academic and economic choices. JA programs are delivered by corporate and community volunteers, and provide relevant, hands-on experiences that give students from pre-kindergarten through high school knowledge and skills in financial literacy, work readiness and entrepreneurship. Junior Achievement of Central Indiana serves more than 17,000 students each year in Marion and surrounding counties. Visit www.jaindy.org for more information.