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## **NEW ‘SWAG’ ROOM OPENS AT SEN. FRANK LAUTENBERG SCHOOL**

*Huge recreational space made available as incentive for students to reach academic goals*

\*\*\*Photos attached: See end of release for captions.\*\*\*

PATERSON – If you walk the hallways of the Sen. Frank Lautenberg School SFLS and pass a room full of students playing video games, air hockey, or foosball, those students are actually some of the school’s best.

That’s because the room they are in is the school’s new S.W.A.G. room, with S.W.A.G. standing for “students with academic goals.” And to be able to enjoy the S.W.A.G. room, students need to earn their way in by reaching their academic goals.

“This is a great incentive for the Lautenberg School’s elementary and middle school students to be goal-oriented – no matter what grade a student is in,” said Superintendent of Schools Eileen F. Shafer. “Students work hard to be allowed to come into the S.W.A.G. room. Any student in this room truly is a student with academic goals.”

The SFLS S.W.A.G. room is the second of its kind to open in the district. In addition to the games, it comes equipped with a barber’s chair and a nail salon.

The S.W.A.G. Room first opened at Public School No. 21 in November 2021. Both rooms have been created by Zone6ix, a local company that markets itself as a media platform for youth and high school student-athletes, through a partnership with Paterson Public Schools.

Today, Shafer and SFLS Principal Melanie Brown welcomed Zone6ix CEO Justin Wimberly, some of Wimberly’s partners, local dignitaries, and Wimberly’s parents, Kimberlynn and State Assemblyman Benjie Wimberly.

“‘SWAG’ comes from confidence within and that’s what we want for our young scholars here at Sen. Frank Lautenberg School,” said Justin Wimberly, whose mother is a former teacher at the school. “For the students, I couldn’t be more excited.”

He thanked Superintendent Shafer, Principal Brown, Assistant Superintendent Cheryl Coy, and the Board of Education for the opportunity to open the SWAG rooms at district schools. SWAG Rooms are scheduled to open later this month at the Dr. Frank Napier Technology Academy and Public School No. 10.

Photo 1: Zone6ix CEO Justin Wimberly cuts the ribbon to open the new S.W.A.G. Room at SFLS.

Photo 2: Assemblyman Wimberly tries out the barber chair at the SFLS’s new S.W.A.G. Room

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Photo 3: SFLS students play foosball in their school's new S.W.A.G. Room.

Photo 4: Officials pose in front of the S.W.A.G. Room's mural. From left, Assistant Superintendent Cheryl Coy, SFLS Principal Melanie Brown, Justin Wimberly, SFLS Vice Principal Sherri Brackett, Superintendent Shafer, and BOE Commissioner Vince Arrington.

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