



**BOYS & GIRLS CLUBS**  
OF CLEVELAND

## **FOR IMMEDIATE RELEASE**

### **JCPENNEY ASKS COMMUNITY TO “ROUND-UP” HOLIDAY PURCHASES FOR BOYS & GIRLS CLUBS OF CLEVELAND**

**CLEVELAND, OH--November 30, 2010** – From Dec. 1-14, shoppers at the JCPenney in Southpark Center, located at 17177 Royalton Rd. in Strongsville, are invited to round-up their holiday purchases to the nearest whole dollar and donate the difference to Boys & Girls Clubs of Cleveland to support quality afterschool programs. Boys & Girls Clubs of Cleveland has partnered with the local JCPenney to provide children in need with access to life-enriching afterschool programs that foster social skills, provide opportunities to be physically active and achieve academic success in school.

“The availability of affordable afterschool programs continues to be an important community objective in order to meet the needs of working parents,” said Ron Soeder, President. “We hope the public keeps our mission in mind because all Round-Up dollars raised stay in our community to help support our youth and sustain our operations.”

JCPenney’s December Round-Up campaign is the final afterschool fundraising event of the year. Recent studies show that one out of every four children in the U.S. is unsupervised after school.\* Since 1999, JCPenney’s continuing support and commitment to the afterschool cause and has made it possible for more children to participate in positive afterschool environments nationwide.

#### **About Boys & Girls Clubs of Cleveland**

The Boys & Girls Clubs of Cleveland, the Cleveland, Ohio Chapter of the national organization, the Boys & Girls Clubs of America, was founded in 1954 and currently serves over 5,800 youth in Cleveland’s inner-city neighborhoods and in Cleveland Heights. Boys & Girls Clubs of Cleveland provides: a safe place to learn and grow, ongoing relationships with caring adult professionals, life-enhancing programs and character development experiences and most importantly, hope and opportunity. The mission of the national organization is to inspire and enable all young people, especially those who need us most, to realize their full potential as productive, responsible and caring citizens. For more information, please visit [www.clevelandkids.org](http://www.clevelandkids.org).

#### **About JCPenney’s Commitment to Afterschool**

As the leading corporate advocate for the afterschool issue, JCPenney works to increase opportunities offered by afterschool programs in order to empower our nation’s children with the tools they need to succeed in life. Through its legacy of supporting youth and charitable organizations such as the Boys & Girls Clubs of America, YMCA of the USA, National 4-H, United Way and FIRST, JCPenney formalized its commitment to the afterschool issue by making it the Company’s signature cause in 1999. For over a decade, more than \$100 million has been distributed to afterschool programs across every JCPenney community thereby making it possible for more kids to participate in life-enriching programs that inspire them to be smart, strong and socially responsible. For more information, visit [www.jcpennyafterschool.org](http://www.jcpennyafterschool.org).

*\* Data from Afterschool Alliance 2009 report [America After 3PM](#), commissioned by JCPenney Afterschool, is the most in-depth study of how America's children spend their afternoons.*

**For further information contact:**

**Boys & Girls Clubs of Cleveland**

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