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JCPENNEY SHOPPERS INVITED TO DONATE 'PENNIES FROM HEAVEN' FOR BOYS & GIRLS CLUBS OF CLEVELAND

Fundraising Event Collects Change Benefitting Cleveland Youth in Afterschool Programs

Cleveland, OH – From Nov. 30 through Dec. 12, shoppers at the Southpark jcpenny are invited to turn small change into “pennies from heaven” by rounding up their holiday purchases and donating the difference to Boys & Girls Clubs of Cleveland. BGCC is one of 1,100 afterschool organizations from across the country matched with a local jcpenny store that will benefit from the entire proceeds raised during the pennies from heaven campaign.

“It takes the support of our entire community to make it possible for more kids to be involved in a positive learning environment after school,” said Ron Soeder, President of BGCC. “As customers shop jcpenny this holiday season, we hope they will keep this mission in mind so that the social and academic learning opportunities we provide after school will continue to be available to Cleveland students.”

National research shows that one out of four students in the U.S. is on their own between the hours of 3 p.m. and 6 p.m. each day.* The afterschool program offered BGCC serves more than 6,400 students each year by involving them in programs that help kids develop social skills, provide opportunities to be physically active and achieve academic success in school.

“For more than a decade, jcpenny has been deeply committed to helping kids spread their wings by making it possible for more students to participate in life-enriching afterschool programs,” said the Southpark store manager for jcpenny. “When we leverage the power of a penny to create opportunities for learning, we can make a positive difference in the lives of our future leaders.”

For more information related to the pennies from heaven initiative, visit jcpennyafterschool.org.

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 6,000 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.

About jcpenny’s commitment to afterschool

As the leading corporate advocate for the afterschool issue, jcpenny partners with leading afterschool organizations to make life-enriching afterschool programs accessible for working families. Through its legacy of supporting youth and charitable organizations such as the Boys & Girls Clubs of America, the Y, National 4-H, United Way and FIRST® Robotics, jcpenny formalized its commitment to the afterschool cause by establishing the jcpenny afterschool fund, a 501(c)(3) non-profit organization. Since its inception, more than \$100 million has been distributed to afterschool programs across every jcpenny community thereby making it possible for more kids to spread their wings. For more information, visit www.jcp.com/pennies.

* Data from Afterschool Alliance 2009 report *America After 3PM*.

For further information contact:

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