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FOR IMMEDIATE RELEASE

ROUND UP SPRING PURCHASES FOR THE BOYS & GIRLS CLUBS OF SPOKANE COUNTY

SPOKANE, WASHINGTON (Monday, April 4) – From April 13-26, shoppers at the Spokane Valley Mall jcpenny store are invited to round up their purchases to the nearest whole dollar and donate the difference to the Boys & Girls Clubs of Spokane County to support quality afterschool programs in their community. jcpenny has partnered once again with the Boys & Girls Clubs of Spokane County to provide children in need with access to life-enriching afterschool programs that foster their academic, physical and social development. During the 2010 Round-Up campaign, nearly \$10,000 was raised to support local at-risk youth.

“The availability of affordable afterschool programs continues to be an important community objective in order to meet the needs of working families,” said Dick Hanlin, Executive Director, Boys & Girls Clubs of Spokane County. “As customers shop for the Easter season, we hope they will keep our mission in mind by rounding up their purchases to benefit a local cause.” All funds raised from jcpenny’s “Round Up” campaign will make it possible for more local youth to participate in Boys & Girls Clubs of Spokane County’s afterschool programming, which includes Be Great: Graduate, Smart Girls, Nutrition programs, and Breezy Kicks.

National research shows that one out of four of America’s school children is on their own between the hours of 3 p.m. and 6 p.m. each day.* More parents seek the resources to enroll their children in a beneficial afterschool program that help kids develop social skills, provide opportunities to be physically active and achieve academic success in school. jcpenny’s continuing support and commitment to the afterschool cause and has made it possible more children to participate in positive afterschool environments nationwide.

About jcpenny’s Commitment to Afterschool

As a leading corporate advocate for the afterschool issue, jcpenny works with afterschool organizations to increase the accessibility and affordability of afterschool programs across the country. 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, jcpenny formalized its commitment to the afterschool issue by establishing the jcpenny afterschool fund, a 501(c)(3) non-profit organization. Over the past decade,

More

more than \$100 million has been distributed to afterschool programs across every jcpenny community thereby making it possible for more children to participate in life-enriching programs that inspire them to be smart, strong and socially responsible. For more information, visit www.jcpennyafterschool.org. The full *America After 3PM* report is available at www.afterschoolalliance.org.

** Data from Afterschool Alliance 2009 report America After 3PM, commissioned by jcpenny afterschool, is the most in-depth study of how America's children spend their afternoons.*

About The Boys & Girls Clubs of Spokane County

Since 2001, The Boys & Girls Clubs of Spokane County has been a part of a nationwide affiliation of local, autonomous organizations dedicated to helping young people of all backgrounds develop the qualities they need to become responsible citizens and leaders. Founded in the philosophies of the Boys & Girls Clubs of America, the Boys & Girls Clubs of Spokane County operates multiple Clubs in order to provide a broad range of programs in five Core Areas: Education and Career Development, Character and Leadership Development, Health and Life Skills, The Arts and Sports, Fitness and Recreation.

Currently serving more than 4,000 area youth between the ages of 6 - 18, The Boys & Girls Clubs of Spokane County operates three Clubs year-round from Friday through Monday. For a yearly membership fee of \$10, youth have access to all of the Clubs: Northtown Branch (Open 3pm – 7pm); the Libby Teen Center (Open 4pm – 8pm) and the Lisa Stiles-Gyllenhammer Mead Branch (Open 3pm – 7pm).

For more information about the Boys & Girls Clubs of Spokane, visit www.bgcspokanecounty.org.

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