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FOR IMMEDIATE RELEASE

JCPENNEY'S ANNOUNCES SECOND "ROUND-UP" TO RAISE FUNDS FOR THE BOYS & GIRLS CLUBS OF SPOKANE COUNTY

100 Percent of Donations Raised at JCPenney during Round-Up to benefit Spokane's at-risk youth

SPOKANE, WASHINGTON (Wednesday, August 4) – For the second time this year, shoppers at the JCPenney stores located in Northtown Mall and the Valley Mall are invited to “round-up” their purchases to the nearest whole dollar anytime between August 4th -17th and donate the difference to the Boys & Girls Clubs of Spokane County. The first “Round-Up” of the year was held earlier this spring and raised nearly \$3,000 to support on-going quality afterschool programs in the community. Over the years JCPenney has partnered 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.

“The availability of affordable afterschool programs continues to be an important community objective in order to meet the needs of working families,” said the Boys & Girls Clubs of Spokane County’s President/CEO Ryan Davenport. “As customers shop for Back to School items, we hope they will keep our mission in mind by rounding-up their purchases to benefit a local cause.” All funds raised from JCPenney’s “Round-up” campaign will make it possible for more local youth to participate in the Boys & Girls Clubs of Spokane County’s afterschool programming that focuses on five core programs: Education and Career Development, Character and Leadership Development, Health and Life Skills, The Arts and Sports, Fitness and Recreation.

Recent studies show that more than a quarter of America’s school children are 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. JCPenney’s continuing support and commitment to the afterschool cause has made it possible for more children to participate in positive afterschool environments nationwide.

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. Since its inception, more than \$80 million has been distributed to afterschool programs in every JCPenney

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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.jcpenneyafterschool.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.*

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 nearly 3,000 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, the Libby Teen Center and the Lisa Stiles-Gyllenhammer (Mead) Branch.

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

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