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FOR IMMEDIATE RELEASE

**JCPENNEY CUSTOMERS “ROUND-UP” CHANGE FOR BOYS & GIRLS CLUBS
OF SPOKANE COUNTY**

Recent “Round-up” Donations Benefit Local Afterschool Programs

SPOKANE, WASHINGTON (Tuesday, April 13) – Thanks to funds raised through a recent “Round-up” campaign held at JCPenney stores in the Northtown Mall and the Valley Mall, more at-risk children will continue to benefit from the educational opportunities currently offered by the Boys & Girls Clubs of Spokane County. From March 24 – April 6, JCPenney customers were invited to “round-up” their JCPenney purchases to the nearest whole dollar and donate the difference to the Boys & Girls Clubs of Spokane County. Donations raised at JCPenney’s first “Round-up” event of the year generated \$2,908.85 and will be used in an effort to strengthen and expand its afterschool programs at three club branches that impact more than 2,400 area youth.

“In today’s tough economic climate where corporations across the board have limited their community activism at every level it is rare to find a strong advocate and active partner – we are fortunate to have JCPenney fill that critical role, stated Ryan Davenport, president/CEO of the Boys & Girls Clubs of Spokane County. “Thanks to their on-going commitment to the youth of Spokane coupled with the community’s generous patronage, we will be able to continue providing a safe environment and life-saving programs to thousands of kids living in Spokane’s most disadvantaged neighborhoods.”

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.

JCPenney plans to host three more Round-up fundraising events to benefit the Boys & Girls Clubs of Spokane County in 2010: August 4 - 17, October 13 - 26 and December 1 - 14.

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

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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 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.

** 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 more than 2,400 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 scheduled to open in April 2010 (Open 3pm – 7pm).

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

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