



LOCAL YMCA INVITES SUPPORTERS TO DONATE 'PENNIES FROM HEAVEN' AT JCPENNEY

Campaign Seeks Donations of Change to Benefit Gwinnett County Youth

Lawrenceville, Ga., July 27, 2011 – To support afterschool programs across the country, jcpenney launched a nationwide philanthropic campaign that invites customers to turn small change into “pennies from heaven” by rounding up their purchases and donating the difference to local organizations, including the J.M. Tull-Gwinnett Family YMCA in Lawrenceville. Donations made through pennies from heaven will provide children in need with access to life-enriching afterschool programs at the Y.

“With budget cuts in education, there’s never been a more important time to support afterschool programs as a valuable community resource that helps to bridge the education gap,” says Greg Stewart, executive director of the Tull-Gwinnett Y. “As local families prepare for the back-to-school season, we hope they will keep our mission in mind so the social and academic learning opportunities we provide after school will continue to be available to Lawrenceville, Snellville, and Grayson 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 J.M. Tull-Gwinnett Family YMCA serves more than 260 students each year by providing children and teens with a safe and nurturing environment around caring adult role models. Combining play with academics, the Y’s afterschool program promotes creativity, a love for learning, social and emotional

development, and character building. The nation's Ys are a leading resource for parents looking for educational, meaningful and fun activities outside the classroom.

The J.M. Tull-Gwinnett Family YMCA is one of 1,100 afterschool organizations matched with a local jcpenny store – the Mall of Georgia store in Buford - that will benefit from the proceeds raised during the pennies from heaven campaign. As the leading corporate advocate for the afterschool issue, jcpenny is leveraging a cause marketing campaign to bolster national support through broadcast, print and online advertising as well as an engaging digital experience on jcp.com/pennies. The first pennies from heaven event will kick off July 31 through Aug. 27.

“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 Keith Booker, 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 <http://jcpennyafterschool.org>.

The Y is a powerful association of men, women and children joined together by a shared commitment to nurturing the potential of kids, promoting healthy living and fostering a sense of social responsibility. Every day, we work side-by-side with our neighbors to make sure everyone, regardless of age, income or background, has the opportunity to learn grow and connect. Visit the Tull-Gwinnett Y at 2985 Sugarloaf Parkway in Lawrenceville, go to tgy.ymcaatlanta.org or call 770-963-1313.

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

About the Y

The Y is one of the nation's leading nonprofits strengthening communities through youth development, healthy living and

social responsibility. Across the U.S., 2,700 Ys engage 21 million men, women and children – regardless of age, income or background – to nurture the potential of children and teens, improve the nation’s health and well-being, and provide opportunities to give back and support neighbors. Anchored in more than 10,000 communities, the Y has the long-standing relationships and physical presence not just to promise, but to deliver, lasting personal and social change. ymca.net

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.

For more information about jcpennies, please contact:

Daphne Avila, 972-431-3400, jpcorpcomm@jcpenny.com

CONTACT: Greg Stewart, 770-963-1313,
gregs@ymcaatlanta.org