

J.M. TULL-GWINNETT FAMILY YMCA

JCPenney Customers Invited to 'Round Up' Purchases to Benefit JM Tull-Gwinnett YMCA Afterschool Programs

100 Percent of donations raised will benefit Gwinnett County students

Lawrenceville, GA. (08/4/2010) – From August 4-17, shoppers at JCPenney at The Mall of Georgia are invited to round-up their purchases to the nearest whole dollar and donate the difference to JM Tull-Gwinnett Family YMCA to support quality afterschool programs in their community. The JM Tull-Gwinnett Family YMCA has partnered with JCPenney to provide children in need with access to life-enriching afterschool programs that foster their academic, physical and social development.

“The availability of quality, affordable afterschool programs continues to be an important community objective to meet the needs of working families,” says Greg Stewart, YMCA executive director. “The support of JCPenney customers will make it possible for more local youth to participate in the YMCA’s licensed afterschool programs, which includes students from Benefield, Cooper, Lovin, Grayson, Mulberry, Cedar Hill, Craig, Holt, Pharr and Simonton elementary schools.

According to *America After 3PM*, a 2009 Afterschool Alliance report commissioned by JCPenney Afterschool, more than a quarter of America’s school children are on their own between the hours of 3 and 6 p.m. each day. More parents seek the resources to enroll their children in a beneficial afterschool program that helps kids develop social skills, engage in physical activity and achieve academic success - all within a safe and nurturing environment. JCPenney’s continuing support and commitment to the afterschool cause has made it possible for more children to participate in such positive afterschool environments nationwide.

For further information contact:

YMCA

Deb Beauford, 770-963-1313, deborab@ymcaatlanta.org

JCPenney

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

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., Ys engage 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 local communities, the Y has the long-standing relationships and physical presence not just to promise, but to deliver, lasting personal and social change. tgy.ymcaatlanta.org

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 across 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.

###