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PRESS RELEASE

FOR IMMEDIATE RELEASE

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**JCPENNEY CUSTOMERS INVITED TO “ROUND-UP” PURCHASES FOR GULF COAST STUDENTS
*100 Percent of Donations Raised at JCPenney will Benefit the
Boys & Girls Clubs of the Gulf Coast’s Afterschool Program***

Gulfport, MS – From October 13-26, shoppers at the JCPenney at Edgewater Mall, Biloxi are invited to round-up their purchases to the nearest whole dollar and donate the difference to the Boys & Girls Clubs of the Gulf Coast (BGCGC) to support quality afterschool programs in their community. BGCGC 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 affordable afterschool programs continues to be an important community objective in order to meet the needs of working parents,” said Greg Gipson, Director of Operations for BGCGC. “As customers shop during October, 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 BGCGC’s afterschool programming, which includes five core areas: Character & Leadership Development; Education & Career Development; Health & Life Skills; The Arts; and Sports, Fitness & Recreation. BGCGC serves the youth of both Harrison and Hancock County with five locations. BGCGC also serves students of Jackson and Stone Counties with the New Hope Program, a school based therapeutic behavioral facilitation program.

Recent studies show that one out of every four children is still unsupervised after school.* 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 and has made it possible for more children to participate in positive afterschool environments nationwide.

For additional information about the Boys & Girls Club of the Gulf Coast please contact Michelle Wilson at 228-896-3770 or visit our website at www.bgcgulfcoast.org.

About Boys & Girls Clubs of the Gulf Coast

In 2009, the Boys & Girls Clubs of the Gulf Coast had approximately 2500 registered members and served 1400 youth through the Boys & Girls Clubs of the Gulf Coast New Hope Program, which is a school based therapeutic behavioral facilitation program. Our mission is to enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens.

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.

** 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.*

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