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PRESS RELEASE

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**BOYS & GIRLS OF THE GULF COAST INVITES SUPPORTERS TO DONATE 'PENNIES FROM HEAVEN'
AT JCPENNEY EDGEWATER MALL**

Campaign Seeks Donations of Change to Benefit Gulf Coast Youth

Gulfport, MS – 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 a local afterschool organization. The Boys & Girls Clubs of the Gulf Coast is one of 1,100 afterschool organizations matched with a local JCPenney store that will benefit from the proceeds raised during the pennies from heaven campaign. As the leading corporate advocate for the afterschool issue, JCPenney 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.

“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,” said Dr. David L. Spinks, Executive Director, Boys & Girls Clubs of the Gulf Coast. “As customers shop for the Back-to-School season, we hope they will keep our mission in mind so that the social and academic learning opportunities we provide after school will continue to be available to local youth.”

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 afterschool program offered at Boys & Girls Clubs of the Gulf Coast serves more than 2800 students each year by involving them in programs that help kids develop social skills, provide opportunities to be physically active and achieve academic success in school.

“For more than a decade JCPenney 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 Anthony Berutti, store manager for JCPenney, Edgewater Mall, Biloxi. “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 jcp.com/pennies.

About Boys & Girls Clubs of the Gulf Coast

In 2010, Boys & Girls Clubs of the Gulf Coast had approximately 2800 registered members and served 1500 youth through 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 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, JCPenney formalized its commitment to the afterschool cause by establishing the JCPenney afterschool fund, a

501(c)(3) non-profit organization. Since its inception, more than \$100 million has been distributed to afterschool programs across every JCPenney community thereby making it possible for more kids to spread their wings. For more information, visit www.jcp.com/pennies.

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

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