



BOYS & GIRLS CLUBS
OF WEST CENTRAL MISSOURI
NEWS RELEASE

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FOR MORE INFORMATION
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“ROUND-UP” SPRING PURCHASES FOR THE BOYS & GIRLS CLUB

SEDALIA, MO. - April 8, 2011 - From April 13 through the 26, Sedalia JCPenney customers are invited to “round-up” their JCPenney purchases to the nearest whole dollar and donate the difference to the Boys & Girls Clubs of West Central Missouri’s afterschool program. The “Round-Up” donations will allow the Club to continue to provide local children with access to life-enriching activities that inspire them to be smart, strong and socially responsible.

“The availability of affordable afterschool programs continues to be an important community objective in order to meet the needs of working families,” said Brett Barth-Fagan, executive director of the Boys & Girls Clubs of West Central Missouri. “As customers shop for the spring season, we hope they will keep our mission in mind by rounding up their purchases to benefit a local cause.”

According to the 2009 Afterschool Alliance report, *America After 3 PM: A Household Survey on Afterschool in America*, one out of four of America’s school children is on their own between the hours of 3 and 6 p.m. each day. The report also indicates that more parents are seeking resources to enroll their children in beneficial afterschool programs that assist in the development of social skills, provide opportunities for physical activity and help youth 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.

For more information about the Boys & Girls Clubs of West Central Missouri or the upcoming JCPenney's "Round-Up" event please call 660-826-8331 or toll-free 877-242-9260.

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About the Boys & Girls Clubs of West Central Missouri

Realizing Potential: Our Children, Our Community, Our Future

In June 2010, the Boys & Girls Clubs of West Central Missouri (www.bgckids.com) celebrated 50 years of providing hope and opportunity to local communities by inspiring all youth to BE GREAT. The Club started in 1960 when a group of local optimists saw the need for positive youth programming and 50 years later the Club continues to positively impact lives by helping youth reach their full potential as productive and caring citizens. The Boys & Girls Clubs of West Central Missouri serves youth from 6 to 18 years of age by providing guidance-oriented character development programs conducted by trained, professional staff. Key programs emphasize leadership development; education and career exploration; community service; technology training; financial literacy; health and life skills; the arts; sports, fitness and recreation; and family outreach. The Club currently serves more than 1,700 members in 22 site programs, serving 6 communities and 3 counties in west central Missouri. For more information call 660-826-8331, find the Club online at www.bgckids.com, check out the Club's Facebook page www.facebook.com/pages/Boys-Girls-Clubs-of-West-Central-Missouri/190529020627 or follow the Club on Twitter at bgckids.

About JCPenney's Commitment to Afterschool

As a leading corporate advocate for the afterschool issue, JCPenney works with afterschool organizations to increase the accessibility and affordability of afterschool programs across the country. 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, JCPenney formalized its commitment to the afterschool issue by establishing the JCPenney Afterschool Fund, a 501(c)(3) non-profit organization. Over the past decade, more than \$100 million has been distributed to afterschool programs across every JCPenney community thereby making it possible for more children to participate in life-enriching programs that inspire them to be smart, strong and socially responsible. For more information, visit www.jcpenneyafterschool.org. The full *America After 3PM** report is available at www.afterschoolalliance.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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