



**BOYS & GIRLS CLUBS
OF WEST CENTRAL MISSOURI**

NEWS RELEASE

314 S. Washington Sedalia, Missouri 65301·(660) 826-8331·jconner@bgckids.com

FOR IMMEDIATE RELEASE

December 8, 2009

FOR MORE INFORMATION

Jenelle Conner

Outreach Specialist

Boys & Girls Clubs of
West Central Missouri

jconner@bgckids.com

(660) 826-8331

“ROUND-UP” HOLIDAY PURCHASES FOR THE BOYS & GIRLS CLUB

*100 Percent of Donations Raised at Local JCPenney will Benefit
West Central Missouri Youth*

SEDALIA, MO – December 8, 2009 – From December 4 through 13, shoppers at the JCPenney store in the Sedalia Thompson Hills Shopping Center are invited to “round-up” their purchases to the nearest whole dollar and donate the difference to the Boys & Girls Clubs of West Central Missouri to support quality afterschool programs. JCPenney has partnered with the Boys & Girls Club to provide at-risk children 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 families,” said Brett Barth-Fagan, Boys & Girls Club Executive Director. “As customers shop for the Christmas season, 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 the Boys & Girls Club’s afterschool programming, which includes 22 site programs in Cole Camp, Green Ridge, La Monte, Leeton, Smithton and Sedalia.

Recent studies show that more than a quarter of America’s school children are on their own between the hours of 3 p.m. 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, provide opportunities to be physically active and achieve academic success in school. JCPenney’s

continuing support and commitment to the afterschool cause has made it possible for tens of thousands of children to participate in essential afterschool programs nationwide.

About the Boys & Girls Clubs of West Central Missouri

For almost 50 years, the Boys & Girls Clubs of West Central Missouri (www.bgckids.com) has been providing hope and opportunity to local communities by helping youth realize their ability to "Be Great." There are more than 4,300 Boys & Girls Clubs nationwide that serve some 4.5 million young people through Club membership and community outreach. Known as *The Positive Place for Kids*, the Boys & Girls Clubs of West Central Missouri helps young people 6 to 18 years old with guidance-oriented character development programs conducted by trained, professional staff. The Club positively impacts lives by helping youth reach their full potential as productive, caring citizens. 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. In a recent Harris Survey of Club alumni, 57 percent said the Club saved their lives. For more information call 660.826.8331, toll-free 877.242.9260 or find the Club online at www.bgckids.com. You can also follow the Club on Facebook (www.facebook.com/pages/Boys-Girls-Clubs-of-West-Central-Missouri/190529020627) and Twitter (<http://twitter.com/bgckids>).

About JCPenney's Commitment to Afterschool

As the leading corporate advocate for the afterschool issue, JCPenney works with mission-driven 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 Club 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 in 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.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.*

For further information contact:

Boys & Girls Clubs of West Central Missouri

Brett Barth-Fagan, 660-826-8331, brett@bgckids.com

JCPenney

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