



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



NEWS RELEASE

3100 Aaron Ave, Sedalia, MO · (660) 826-8331 · sweaver@bgckids.com

FOR IMMEDIATE RELEASE

July 26, 2011

FOR MORE INFORMATION

Steven Weaver

Director of Development

Boys & Girls Clubs of
West Central Missouri

sweaver@bgckids.com

660) 281-6095

BOYS & GIRLS CLUBS OF WEST CENTRAL MISSOURI INVITES SUPPORTERS TO DONATE 'PENNIES FROM HEAVEN' AT JCPENNEY

Campaign Seeks Donations of Change to Benefit Local Club Kids

To support afterschool programs across the country, jcpenny launched a nationwide 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 WEST CENTRAL MISSOURI** is one of 1,100 afterschool organizations matched with a local jcpenny store that will benefit from the proceeds raised during the pennies from heaven campaign. As the leading corporate advocate for the afterschool issue, jcpenny 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. As families shop for the Back-to-School season, the Club is hoping that customers will keep its mission in mind so that the social and academic learning opportunities the Club provides after school will continue to be available to local students.

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 programs offered at the local clubs serves more than 1760 students each year by involving them in programs that; promote academic success, encourage healthy life skills/choices and develops positive character & leadership attributes.

“For more than a decade, jcpenny 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 Don Lambertz store manager for jcpenny. “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 the Boys & Girls Clubs of West Central Missouri

Realizing Potential: Our Children, Our Community, Our Future

For over 50 years the Boys & Girls Clubs of West Central Missouri (www.bgckids.com) as provided 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 today 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 1,760 members in 21 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.