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FOR IMMEDIATE RELEASE
JCPENNEY CUSTOMERS "ROUND-UP" AND GIVE BACK TO OZARKS
REGIONAL YMCA

100 Percent of Donations from Recent "Round-Up" and "Day of Giving Back" Programs Benefit Ozarks Regional YMCA, a JCPenney Afterschool Fund Charitable Partner

Springfield, MO (7/20/2009) - Thanks to funds raised through recent "Day of Giving Back" and "Round-Up" events at JCPenney (Battlefield Mall) and the JCPenney Home Store (2825 S. Glenstone), the Ozarks Regional YMCA's afterschool program has received a great boost in the form of a \$8,127.46 donation. The Ozarks Regional YMCA is a charitable partner of the JCPenney Afterschool Fund.

"The generous support of the JCPenney Afterschool Fund and JCPenney enhances our efforts to serve as many children as possible with meaningful, high-quality afterschool programming," says Ashley French, Executive Director of the Childcare Branch. "They know, as we do, that children are our most valuable resource."

With the \$8,127.46 raised from JCPenney, Battlefield Mall's recent "Round-Up" and "Day of Giving Back" programs, children can enjoy the Ozarks Regional YMCA's afterschool programming, which includes child care to more than 2,000 children from kindergarten to 5th grade, at 37 elementary schools in the Springfield area. The Prime Time program is designed to give children a broad range of opportunities for academic, physical, social and emotional development. Prime Time includes homework time and core subject enrichment activities, arts and crafts, free play time that includes creative problem-solving activities, and nutrition education and physical education activities. The program also offers healthy snacks and beverages.

At the September 2008 "Day of Giving Back" event, customers were invited to purchase a JCPenney coupon. Proceeds from the coupon sales were donated to the Ozarks Regional YMCA by JCPenney Afterschool Fund, a public charity that provides at-risk children access to life-enriching afterschool programs that inspire children to be smart, strong and socially responsible. Also, from December 5-14, 2008, JCPenney customers were invited to "round-up" their JCPenney purchases to the nearest whole dollar and donate the difference to the JCPenney Afterschool Fund. JCPenney Afterschool Fund contributed the "Round-Up" resources to Ozarks Regional YMCA.

Studies show that 14.3 million children in the United States are unsupervised after school between the hours of 3 p.m. and 6 p.m. each day. Additionally, studies show that youth are at greater risk of involvement in crime, drug abuse and other destructive behaviors during these hours. To address this issue, JCPenney created the JCPenney Afterschool Fund in 2001, and together they have contributed more than \$70 million to support the afterschool cause nationwide, giving tens of thousands of children the opportunity to participate in essential afterschool programs. The JCPenney Afterschool

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Fund continues working toward the day when all children in America will have access to life-changing afterschool programs that help them reach their full potential.

About the YMCA

The Ozarks Regional YMCA has served the community for over 120 years and has over 20,000 members in the association to build strong kids, strong families, and strong communities. The Ozarks Regional YMCA consists of seven branches including, The Ozark Mountain Branch in Hollister, Bolivar/Dallas County Area YMCA, Monett/Cassville, Camp Wakonda, Child Care branches, and two facilities in Springfield.

About The JCPenney Afterschool Fund

The JCPenney Afterschool Fund is a charitable organization committed to providing children in need with access to life-enriching afterschool programs that inspire children to be smart, strong and socially responsible. To date, JCPenney and the JCPenney Afterschool Fund have contributed more than \$70 million to local afterschool programs in every JCPenney community through partnerships with the YMCA of the USA, Boys & Girls Clubs of America, National 4-H and United Way of America. For more information, visit www.icpenneyafterschool.org

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