



## **Idaho Falls jcpenny Unveils 'New Look' at Renovated Store**

**– Ribbon-Cutting Ceremony set for FRIDAY, November 4 –**

**– Special appearance by Miss Idaho Outstanding Teen 2011 –**

jcpenny will unveil its newly renovated store at Grand Teton Mall with a ribbon-cutting ceremony on Friday, November 4. After an over \$1 million renovation, the store has the look and feel of a new jcpenny store, highlighting jcpenny's most innovative new brands and concepts. The Idaho Falls store is one of 69 jcpenny stores undergoing a storewide renovation this year as part of the Company's ongoing transformation into a destination for great style.

### **ELEMENTS**

- Interviews with jcpenny store manager
- Interviews with customers discovering the store's great new style
- Capture the store's new look, design and layout
- Get a sneak preview this week... for your advance stories

**\*\*Special appearance by Melanie Ross, Miss Idaho Outstanding Teen 2011\*\***

### **WHERE**

jcpenny at Grand Teton Mall  
2320 E. 17<sup>th</sup> St.  
Idaho Falls, ID 83404

### **WHEN**

FRIDAY, November 4  
9:30 a.m. Ribbon Cutting  
10 a.m. Autographs by Melanie Ross, Miss Idaho Outstanding Teen 2011

### **HOW**

***RSVP to take advantage of this opportunity.***

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