



## JCPENNEY CUSTOMERS “ROUND-UP” FUNDS FOR IDAHO FALLS FAMILY YMCA

### *Recent “Round-up” Donations Benefit Local Afterschool Program*

Thanks to funds raised through the “Round-up” campaigns at the JCPenney at [the Grand Teton Mall](#), more [Idaho Falls](#) children in need will continue to benefit from the educational opportunities offered by quality afterschool programming. JCPenney customers were invited to “round-up” their JCPenney purchases to the nearest whole dollar and donate the difference to [Idaho Falls Family YMCA](#). Donations raised at JCPenney’s “Round-up” events in 2010 generated \$8900.00 for the [Idaho Falls Family YMCA](#). One hundred percent of the contributions collected directly benefit the [Idaho Falls Family YMCA](#) in an effort to build and sustain afterschool programs in [Idaho Falls](#).

#### [Local Quote]

Recent studies show that [one out of every four children is still unsupervised after school](#).<sup>\*</sup> More parents seek the resources to enroll their children in a beneficial afterschool program that help 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 and has made it possible for more children to participate in positive afterschool environments nationwide.

#### **About JCPenney’s Commitment to Afterschool**

As the leading corporate advocate for the afterschool issue, JCPenney works to increase opportunities offered by afterschool programs in order to empower our nation’s children with the tools they need to succeed in life. Through its legacy of supporting youth and charitable organizations such as the Boys & Girls Clubs 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 [across](#) every JCPenney community thereby making it possible for more kids to participate in life-enriching programs that inspire them to be smart, strong and socially responsible. For more information, visit [www.jcpennyafterschool.org](http://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.*

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