



MEDIA ADVISORY

JCPenney Hosts Hillcrest High School and Bonneville High School Robotics Team for Pep Rally and Demonstration

JCPenney is sponsoring 500 high school teams across the country as students compete in *FIRST*® Robotics Competitions this spring. The JCPenney Store at Grand Teton Mall is locally involved with supporting the Hillcrest High and Bonneville High robotics team and will host a celebration at the store so the team can demonstrate their robot before shipping it to their regional competition. The public is invited to attend and show their community support.

WHY:

FIRST is a growing varsity sport for the mind that immerses high school students in science and technology through competitions to design, build and program robots using engineering principles and a sports model of competition and teamwork. The extracurricular activities involved with *FIRST* increase opportunities in robotics education thereby strengthening the nation's future workforce with leaders in science and technology. FIRST also gives students the opportunity to acquire leadership, team building and problem solving skills that will help them prepare for college, work and life.

ELEMENTS:

- **Pep Rally celebration** of associates and customers cheering on Hillcrest High School and Bonneville High School students as they demonstrate their robot
- **Team demonstrates robot** in front of store audience
- **Interviews with students, team coach and JCPenney store manager** on their involvement with FIRST

WHERE:

JCPenney Mall Entrance
Grand Teton Mall
Idaho Falls 83404

WHEN:

Saturday February 19, 2010
12PM to 3PM

CONTACT:

Heidi Hawkins
208.523.3071, hhawk2@jcpenny.com

About FIRST:

Accomplished inventor [Dean Kamen](#) founded *FIRST*® (For Inspiration and Recognition of Science and Technology) in 1989 to inspire an appreciation of science and technology in young people. Based in Manchester, N.H., *FIRST* designs accessible, innovative programs to build self-confidence, knowledge, and life skills while motivating young people to pursue opportunities in science, technology, and engineering. With support from three out of every five Fortune 500 companies and more than \$14 million in college scholarships, the not-for-profit organization hosts the [FIRST® Robotics Competition](#) (FRC®) and [FIRST® Tech Challenge](#) (FTC®) for high-school students, [FIRST® LEGO® League](#) (FLL®) for 9 to 14-year-olds, (9 to 16-year-olds outside the U.S. and Canada) and [Junior FIRST® LEGO® League](#) (Jr.FLL™) for 6 to 9-year-olds. Gracious Professionalism™ is a way of doing things that encourages high-quality work, emphasizes the value of others, and respects individuals and the community. To learn more about *FIRST*, go to www.usfirst.org.

About JCPenney's Commitment to Afterschool

As a leading corporate advocate for the afterschool issue, JCPenney works with afterschool 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 Clubs of America, The Y, National 4-H, United Way and FIRST, JCPenney formalized its commitment to the afterschool issue by establishing the JCPenney Afterschool Fund, a 501(c)(3) non-profit organization. Since its inception, more than \$100 million has been distributed to afterschool programs across 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.