

**SALISBURY MALL JCPENNEY CUSTOMERS “ROUND-UP” FOR THE YMCA OF  
ROWAN COUNTY**

***100 Percent of Donations from the Recent “Round-Up” Program Benefit The  
YMCA of Rowan County***

**SALISBURY, NC** – Thanks to funds raised through a recent “Round-Up” program at the JCPenney at the Salisbury Mall local children in need will continue to have access to after school programming at the YMCA of Rowan County. In October 2009, JCPenney customers were invited to “round-up” their JCPenney purchases to the nearest whole dollar and donate the difference to local after school programs that provide at-risk children access to life-enriching activities that inspire children to be smart, strong and socially responsible.

“With funds raised from the Salisbury Mall JCPenney recent ‘Round-Up’ program, even more children can benefit from the YMCA of Rowan County after school programs, said Jamie Morgan, CEO of the YMCA of Rowan County. “We appreciate JCPenney’s support as we work towards our goal of providing high-quality after school programs that encourage academic, physical and social development for children in Rowan County.”

The YMCA of Rowan County provides after school programming at 17 sites in the Rowan County, serving 478 children annually through enriching after school programs and activities such as devotional time, homework time and physical activity time.

JCPenney’s Round-Up program was held in conjunction with *Lights On Afterschool*, the largest national After school awareness day with more than 7,500 local events taking place across the country. As part of *Lights On After school* this year, JCPenney and the After school Alliance released results from *America After 3 PM: A Household Survey on After school in America*, the most in-depth study ever done to explore how America’s children spend their afternoons. Sponsored by the JCPenney After school Fund, a public charity that inspires children to be smart, strong and socially responsible, the study measures progress and includes updated information on after school participation nationally and in all 50 states.

“*Lights On After school* is an exciting event that honors the importance of afterschool programs for America's children, families and communities,” said Pat Saunders, JCPenney store manager.. “Based on results from the America After 3PM survey 69% of children in North Carolina have access to after school programs – a higher figure than ever before. However, we know we need to do more to keep up with the rising demand of after school programs locally. We look forward to continuing our strong, long term commitment to this issue and appreciate our customers for their support of this worthy cause.”

The full *America After 3 PM* report with state summaries are available online at [www.jcpenneyafterschool.org](http://www.jcpenneyafterschool.org).

**For further information contact:**

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**About the YMCA**

The nation's 2,686 YMCAs, which serve 21 million people each year, including nearly 10 million children under the age of 18, respond to critical social needs by drawing on their collective strength as one of America's largest not-for-profit community service organizations. Through a variety of programs and services focused on the holistic development of children and youth, family strengthening, and health and well-being for all, YMCAs unite men, women and children of all ages, faiths, backgrounds, abilities and income levels. From urban areas to small towns, YMCAs have proudly served America's communities for nearly 160 years by building healthy spirit, mind and body for all. Visit <http://www.ymca.net> to find your local YMCA.

**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 \$80 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.jcpenneyafterschool.org](http://www.jcpenneyafterschool.org) for more information.