

March 11, 2010

100 Percent of Donations Raised at JCPenney will Benefit Pickens County Youth

From March 24 through April 6, shoppers at the JCPenney at Town and Country Plaza are invited to “round-up” their purchases to the nearest whole dollar and donate the difference to the Pickens County YMCA to support quality afterschool programs in their community. JCPenney has partnered with the Pickens County YMCA to provide children with access to life-enriching afterschool programs that foster their academic, physical and social development.

“The availability of quality, affordable afterschool programs continues to be an important community objective in order to meet the needs of working families,” said Alida Gardiner, Senior Programs Director. “The support of JCPenney customers will make it possible for more local youth to participate in the YMCA’s afterschool programming, which offers a diverse range of components including: a daily snack, homework center, arts and crafts activities, daily devotions, character development, a fitness component, sports and indoor/outdoor activities. The children get a chance to interact with other children in a safe, structured environment outside of the classroom.”

According to *America After 3PM*, a 2009 Afterschool Alliance report commissioned by JCPenney Afterschool, more than a quarter of America’s school children are on their own between the hours of 3 p.m. and 6 p.m. each day. More parents seek the resources to enroll their children in a beneficial afterschool program that helps kids develop social skills, engage in physical activity and achieve academic success - all within a safe and nurturing environment. JCPenney’s continuing support and commitment to the afterschool cause has made it possible for more children to participate in such positive afterschool environments nationwide.

For more information about the programs at the Pickens County YMCA visit www.pcymca.net or call 855-9622 or 878-8380.