



FOR IMMEDIATE RELEASE

The Boys & Girls Clubs of Greater Fort Worth Teams up with Local JCPenney Customers to Fund Afterschool Program

100 Percent of Donations Raised at JCPenney at Alliance Town Center August 4-17 will Benefit the Boys & Girls Clubs of Greater Fort Worth

Fort Worth, Texas -- August 4, 2010 -- The Boys & Girls Clubs of Greater Fort Worth announced today that from August 4-17, 2010, shoppers at the JCPenney at Alliance Town Center are invited to round-up their purchases to the nearest dollar and donate the difference to the Boys & Girls Clubs of Greater Fort Worth. The donations will support afterschool programs. The organization has partnered with JCPenney to provide disadvantaged youth with access to life-enriching afterschool programs that prepare them for a bright future and change their odds.

"We are so grateful to the community and JCPenney for these generous donations," said Daphne Barlow Stigliano, president of the Boys & Girls Clubs of Greater Fort Worth. "Our afterschool programs are designed to groom local youth for success and without help from the community, our youth would be at a loss."

JCPenney's Round-Up campaign will make it possible for more local youth to participate in the Boys & Girls Clubs' afterschool programming, which includes programs centered on character development, leadership, educational activities, cultural arts, health/life skills and recreation.

About The Boys & Girls Clubs of Greater Fort Worth

The Boys & Girls Clubs of Greater Fort Worth provides enriching programs for youth from disadvantaged circumstances to develop the qualities needed to become responsible citizens. Currently serving over 12,000 youth through its programs, branches and outreach services, the Club has been reaching out to the most vulnerable in the Fort Worth community for 84 years, seeking to change the odds for girls and boys whom other youth agencies fail to reach. For more information, visit www.fortworthkids.org.

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 <http://www.jcpennyafterschool.org>.

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