



Customers Invited To Help Children In Need By Purchasing Discount Coupons

The Yankton **JCPenney** store is inviting customers to help children in their local community by purchasing a \$5 coupon good for up to 20 percent off most purchases made Sunday, Sept. 28, in JCPenney stores, jcp.com, and catalog. The JCPenney Afterschool Fund will donate all the proceeds from the sale of the 20 percent off Day of Giving Back \$5 coupons to the Boys and Girls Club of the Missouri River Area, providing children in need with access to life-enriching afterschool programs that keep them safe and foster their academic, physical and social development.

Coupons will be available at JCPenney in the Yankton Mall.

“We realize that the afterschool issue is a cause close to the hearts and minds of our customers and Associates,” said JCPenney Store Manager Gary Munyer . “The JCPenney Day of Giving Back initiative provides us with an opportunity to increase local awareness about the importance of high-quality afterschool programs in our community and engage our customers to support the afterschool cause.”

Studies show that 14.3 million children in the United States are unsupervised after school between the hours of 3-6 p.m. each day. Additionally, studies show that youth are at greater risk of involvement in crime, drug abuse and other destructive behaviors during these hours. High-quality afterschool programs provide a safe alternative for children and produce life-changing, lasting benefits including healthier lifestyles, improved social skills and enhanced academic performance. To address this issue, JCPenney created the JCPenney Afterschool Fund in 2001. Together JCPenney and the JCPenney Afterschool Fund have contributed more than \$70 million to support afterschool programs nationwide.

In celebration of the Day of Giving Back, representatives from Boys and Girls Club of the Missouri River Area will be in the store from noon-4 p.m. Sunday to raise awareness of their program and answer customer questions.

“Thanks to funds raised through our partnership with the JCPenney Afterschool Fund, we’re able to directly improve the lives of children in our local community with essential afterschool opportunities that will help them reach their full potential,” said Robert Smith, executive director of the Boys and Girls Club of the Missouri River Area.