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**For Immediate Release**  
March 18, 2010

## **‘ROUND-UP’ PURCHASES TO SUPPORT YMCA OF SOUTHERN NEVADA**

### ***100 Percent of Donations Raised at JCPenney will Benefit Southern Nevada Youth***

**Las Vegas** – From March 24 through April 6, shoppers at the JCPenney at Meadows Mall are invited to “round-up” their purchases to the nearest whole dollar and donate the difference to the YMCA of Southern Nevada to support quality afterschool programs in the community. JCPenney has partnered with the YMCA of Southern Nevada 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 meeting the needs of working families,” said Mike Lubbe, President and CEO, YMCA of Southern Nevada, who noted that the YMCA received more than \$10,000 in the 2009 JCPenney Round-Up. “Support from JCPenney customers will make it possible for more local youth to benefit from YMCA afterschool programs, which include homework assistance, active play and engaging character development activities.”

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 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.

#### **About the YMCA of Southern Nevada**

The YMCA of Southern Nevada has been setting the pace for family wellness since 1944. A nonprofit organization led by a volunteer board of directors, the YMCA is dedicated to building strong kids, strong families, and strong communities through aquatic, health and fitness, youth and family, and sports programs for individuals of every age and fitness level. Three branches are located throughout the Las Vegas Valley: Bill & Lillie Heinrich YMCA, 4141 Meadows Lane; the City of Las Vegas Durango Hills Community Center, Operated by the YMCA, 3521 N. Durango Dr., and the City of Las Vegas Centennial Hills Community Center, Operated by the YMCA, 6601 N. Buffalo Dr. No one is turned away because of an inability to pay. For information, call (702) 877-9622 or visit [www.lasvegasyymca.org](http://www.lasvegasyymca.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 in 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 [www.jcpennyafterschool.org](http://www.jcpennyafterschool.org).

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