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\$20,000 From jcpenny Grants Help Children in Tampa Bay Participate in YMCA Afterschool Programs

Tampa, FL (January 15, 2013) The Tampa Metropolitan Area YMCA has received four \$5,000 grants from jcp cares, jcpenny's new charitable giving program, to provide school-aged children with financial assistance to attend afterschool programs at the Y. This gift provides children in the Tampa Bay community, who otherwise could not afford to participate, with access to life-enriching afterschool programs that cultivate the values, relationships and skills kids need to thrive. A total of \$20,000 in grants has been awarded to the Bob Gilbertson Central City Family YMCA, Northwest Hillsborough Family YMCA, YMCA Camp Cristina and YMCA Child Care Services.

According to the Afterschool Alliance, a nonprofit public awareness advocacy organization, 15.1 million U.S. children are left unsupervised after 3 p.m. during the school year. Studies show participation in afterschool programs helps boost school attendance and academic performance and reduces gaps in academic achievement among children from disadvantaged households.

"As a company founded on the Golden Rule, jcpenny has a strong legacy of giving back," said Miki Woodard, President of jcp cares and Vice-President of Philanthropy at jcpenny. "We are firmly committed to organizations like the Y, which truly make a difference in their communities."

The Tampa YMCA sees the benefits of this collaboration first-hand. "The support of jcpenny enhances our efforts to serve as many children as possible with meaningful, high-quality afterschool programming," says Lalita Llerena, Communications Director with the Tampa Metropolitan Area YMCA. "By working together, not only can we keep children safer, but also help provide them with lasting benefits, including healthier lifestyles, improved social skills and an enhanced academic performance."

With ten family branches, four express Ys, a camp, youth and family center, and two golf facilities, the Tampa Y serves more than 140,000 children and families every year providing \$7.7 million in community benefit and \$4.1 million in financial assistance to 36,152 children and adults.

In addition to supporting local Ys' afterschool programs, jcpenny, through jcp cares, has named the Y as its featured charity for the month of January 2013. jcpenny team members will invite customers throughout the month of January to round up their purchases in stores to the nearest

whole dollar and donate the difference to the Y. These resources will support the Y's national commitment to closing the achievement gap through three key programs: early learning, afterschool and summer learning. jcpenny will feature the Y prominently on the company's web site (www.jcp.com), in mailings to customers and nationwide in stores throughout January. Donations will also be accepted online through January 31 at: jcp.com/jcpcares.

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About jcpenny

Over 110 years ago, James Cash Penney founded his company on the principle of treating customers the way he wanted to be treated himself: fair and square. Today, rooted in its rich heritage, J. C. Penney Company, Inc. (NYSE: JCP) is re-imagining every aspect of its business in order to reclaim its birthright and become America's favorite store. The Company is transforming the way it does business and remaking the customer experience across its 1,100 jcpenny stores and on jcp.com. On every visit, customers will discover straightforward Fair and Square pricing, month-long promotions that are in sync with the rhythm of their lives, exceptionally curated merchandise, artful presentation, and unmatched customer service. For more information about jcpenny, visit jcp.com.

About the Y

The Tampa Metropolitan Area YMCA is one of the area's leading nonprofits, strengthening Hillsborough and East Pasco communities through youth development, healthy living and social responsibility. Across the Association, 19 facilities engage more than 142,000 men, women and children — regardless of age, income or background — to nurture the potential of children and teens, improve our community's health and well-being, and provide opportunities to give back and support neighbors. The Tampa Y has long-standing relationships and physical presence not just to promise, but to deliver, lasting personal and social change. www.tampaymca.org