



FOR IMMEDIATE RELEASE

JCPenney Afterschool Fund Boosts 4-H Robotics, Out-of-School Programming

CHEVY CHASE, MD – (August 21, 2009) – Today, the JCPenney Afterschool Fund (JCPASF) presented 4-H with a \$900,000 contribution to support 4-H robotics and out-of-school programs for youth. The grant from the JCPenney Afterschool Fund will offer more 4-H youth the opportunity to participate in national robotics competitions and will provide families with limited resources the funds they need to enroll or keep their children enrolled in 4-H afterschool programs.

The JCPenney Afterschool Fund donation will be used in part to support 38 mini-grants that will help create and run 4-H JCPASF *FIRST* Robotics Teams in 35 states. *FIRST* (For Inspiration and Recognition of Science and Technology) and National 4-H Council recently formed a partnership to reach new youth across the nation and expand existing 4-H robotics programs. 4-H teams that receive the mini-grants will participate in at least one *FIRST* Robotics Competition, *FIRST* Tech Challenge, or *FIRST* LEGO League event.

“In 2008, more than 2,000 youth in 44 communities benefited from 4-H out-of-school programming thanks to the JCPenney Afterschool Fund,” said Donald T. Floyd, Jr., National 4-H Council president and CEO. “With their continued support, we can now offer even more young people access to life-changing out-of-school programs, and spur the growth of the next generation of great engineers through our robotics programming.”

In addition to supporting 4-H robotics programming, JCPenney Afterschool Fund will offer grants to local 4-H organizations to fund the participation of youth who are not attending or are on the verge of leaving an out-of-school program due to financial hardship. These grants will allow approximately 550 youth the opportunity to join or continue in their local 4-H out-of-school program.

“For more than 50 years, JCPenney’s strategic partnership with 4-H has positively impacted millions of youth across the nation. With this contribution, we hope to continue that tradition and inspire America’s youth to become smart, strong and socially responsible by providing them access to high-quality afterschool programs that boost their academic, physical, and social development,” said Mike Ullman, Chairman of the Board and CEO, JCPenney, Co.

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About 4-H:

4-H is a community of six million young people across America learning leadership, citizenship, and life skills. National 4-H Council is the private sector, non-profit partner of National 4-H Headquarters (USDA). The 4-H programs are implemented by the 106 Land Grant Universities and the Cooperative Extension System through their 3,100 local Extension offices across the country. Learn more about 4-H at www.4-h.org.

About the JCPenney Afterschool Fund:

The JCPenney Afterschool Fund is a charitable organization committed to advancing the after-school movement in JCPenney communities by increasing access for children in need, inspiring innovation in the field, and elevating awareness of the value of after-school programs. For more information, visit www.jcpennyafterschool.org

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