

## **March 18, 2008 - JCP Penny Donates to Afterschool Fund**

**For Immediate Release:**

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JCPenney Afterschool Fund Awards National 4-H Council \$1.13 Million to Support Families with Limited Financial Resources

CHEVY CHASE, Md.—Youth in communities nationwide will continue to benefit from 4-H Afterschool programs thanks to a \$1.13 million contribution from the JCPenney Afterschool Fund. The donation will help families enroll or keep their children enrolled in 4-H Afterschool programs.

“In 2007, more than two thousand youth in 44 counties benefited from 4-H Afterschool clubs thanks to the JCPenney Afterschool Fund,” said Donald T. Floyd, Jr., president and CEO of National 4-H Council. “The Fund’s continued support will help us provide underserved youth with opportunities to learn and grow during the after-school hours.”

In conjunction with the JCPenney Afterschool Fund mini-grants, J. C. Penney Company, Inc. is also donating 2,000 \$50 JCPenney gift cards, representing an additional \$100,000 donation. Cards will be given to youth benefiting from the mini-grants just before the start of the 2008-2009 school year to help with the purchase of school supplies and clothing.

“The longstanding 4-H Youth Development Program continues to provide youth with access to safe, enriching after-school opportunities,” said Ken C. Hicks, president and chief merchandising officer of JCPenney and National 4-H Council Board member. “It is rewarding for our customers and Associates to support an organization like 4-H that has such a tremendous impact on America’s youth.”

The JCPenney Afterschool Fund is a charitable organization committed to advancing the afterschool movement in JCPenney communities by increasing access for children in need, inspiring innovation in the field, and elevating awareness of the value of afterschool programs. For more information, visit [www.jcpenneyafterschool.org](http://www.jcpenneyafterschool.org).

4-H is a community of more than 6.5 million young people across America learning leadership, citizenship and life skills. National 4-H Council is the national, private sector, non-profit partner of the 4-H Youth Development Program and its parent, the Cooperative Extension System of the United States Department of Agriculture. Learn more about 4-H at [www.4-H.org](http://www.4-H.org).

Photo and caption available at: [www.fourhcouncil.edu/newsroom.aspx](http://www.fourhcouncil.edu/newsroom.aspx).

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