



**BOYS & GIRLS CLUBS  
OF WEST CENTRAL MISSOURI**

**NEWS RELEASE**

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FOR MORE INFORMATION

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**Sedalia JCPenney Customers “Round-Up” For Boys & Girls Clubs of West Central  
Missouri**

*Donations from October “Round-Up” Program Benefit the Boys & Girls Clubs of West Central Missouri,  
the JCPenney Store’s Afterschool Fund Partner*

SEDALIA, MO. – November 3, 2009 - Thanks to funds raised through a recent “Round-Up” program at the JCPenney store in Sedalia, local children in need will continue to have access to afterschool programming at the Boys & Girls Clubs of West Central Missouri, the store’s JCPenney Afterschool Fund partner. From October 16 through 25, JCPenney customers were invited to “round-up” their JCPenney purchases to the nearest whole dollar and donate the difference to local afterschool programs that provide at-risk children access to life-enriching activities that inspire children to be smart, strong and socially responsible.

According to Sedalia’s JCPenney Supervisor/United Way Coordinator, Sarah Martin, the local JCPenney store holds four “Round-Up” events throughout the year and this October “Round-Up” raised \$1,298 which represented a 43 percent shopper participation rate. Over the past six months, Martin said the shopper participation rate increased by nearly 10 percent.

“With the \$1,298 raised from the Sedalia JCPenney’s recent ‘Round-Up’ program, even more children can benefit from the Boys & Girls Club afterschool programs,” said Boys & Girls Club Executive Director, Brett Barth-Fagan. “We appreciate JCPenney and the local community’s support as we work towards our goal of providing high-quality afterschool programs that provide academic, physical and social development for children in West Central Missouri.”

JCPenney's "Round-Up" program was held in conjunction with the Boys & Girls Clubs of West Central Missouri's celebration of *Lights on Afterschool*. October 22 is the largest organized national afterschool awareness day with more than 7,500 events throughout the nation. More than a million people celebrated the *Lights on Afterschool* event and urged leaders to show support for afterschool programs that keep children safe, inspire them to learn and help working families.

This year, as part of *Lights on Afterschool*, JCPenney and the Afterschool Alliance released results from *America After 3 PM: A Household Survey on Afterschool in America*, an in-depth study to explore how America's children spend their afternoons. Sponsored by the JCPenney Afterschool Fund, a public charity that inspires children to be smart, strong and socially responsible, the study measures progress and includes updated information on afterschool participation nationally and in all 50 states.

"*Lights On Afterschool* is an exciting event that honors the importance of afterschool programs for America's children, families and communities," said Sedalia JCPenney Store Manager, Don Lambertz. "Based on results from the *America After 3PM* survey, 12 percent of children in Missouri participate in afterschool programs. We know we need to do more to keep up with the rising demand of afterschool programs locally. We look forward to continuing our strong, long term commitment to this issue and appreciate our customers for their support of this worthy cause."

The full *America After 3 PM* report with state summaries is available online at [www.jcpennyafterschool.org](http://www.jcpennyafterschool.org).

#### **About the Boys & Girls Clubs of West Central Missouri**

For almost 50 years, the Boys & Girls Clubs of West Central Missouri ([www.bgckids.com](http://www.bgckids.com)) has been providing hope and opportunity to local communities by helping youth realize their ability to "Be Great." There are more than 4,300 Boys & Girls Clubs nationwide that serve some 4.5 million young people through Club membership and community outreach. Known as *The Positive Place for Kids*, the Boys & Girls Clubs of West Central Missouri helps young people 6 to 18 years old with guidance-oriented character development programs conducted by trained, professional staff. The Club positively impacts lives by helping youth reach their full potential as productive, caring citizens. Key programs emphasize leadership development; education and career exploration; community service; technology training; financial literacy; health and life skills; the arts; sports, fitness and recreation; and family outreach. In a recent Harris Survey of Club alumni, 57 percent said the Club saved their lives. For more information call 660.826.8331, toll-free 877.242.9260 or find the Club online at [www.bgckids.com](http://www.bgckids.com).

#### **About The JCPenney Afterschool Fund**

The JCPenney Afterschool Fund is a charitable organization committed to providing children in need with access to life-enriching afterschool programs that inspire children to be smart, strong and socially responsible. To date, JCPenney and the JCPenney Afterschool Fund have contributed more than \$80 million to local afterschool programs in every JCPenney community through partnerships with the YMCA of the USA, Boys & Girls Clubs of America, National 4-H and United Way of America. For more information, visit [www.jcpennyafterschool.org](http://www.jcpennyafterschool.org) for more information.

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