



FOR IMMEDIATE RELEASE

Amy McNeil, Director of Communications
E-mail: a.mcneil@ymcanwnc.org
Phone: 336-777-6252
Fax: 336-777-6345

**YMCA of Northwest North Carolina Awarded More Than \$40,000
by JCPenney Afterschool Fund**

WINSTON-SALEM, NC – November 11, 2009 – The JCPenney Afterschool Fund has awarded more than \$40,000 to the YMCA of Northwest North Carolina to help more children participate in safe, life-enriching afterschool programs. The YMCA of Northwest North Carolina was competitively chosen to receive eight grants, each worth \$5,037.72, for afterschool programs in Forsyth, Davie, Yadkin and Stokes counties.

The grant award is specifically targeted to help YMCAs provide financial assistance to youth who are not currently participating in an afterschool program because their families lack the necessary financial resources or those who are currently participating in a program but are at risk of leaving due to lack of funds. The YMCA provides matching funding through its Partner With Youth program, which provides scholarship funds for deserving youth, families and seniors.

"The JCPenney Afterschool Fund is firmly committed to supporting youth-serving organizations like the YMCA that are dedicated to providing safe, meaningful programs during the crucial hours of 3 to 6 p.m., when studies show that youth are at a greater risk of involvement in crime, drug abuse and other destructive behaviors," says Jodi Gibson, president of the JCPenney Afterschool Fund. "By combining resources, we can help reduce the number of unserved youth and ensure that students of all backgrounds and income levels are able to benefit from afterschool programs."

"The generous support of the JCPenney Afterschool Fund and JCPenney enhances our efforts to serve as many children as possible with meaningful, high-quality afterschool programming," says Maria Aristizabal, executive director of Childcare Services for the YMCA of Northwest North Carolina. "They believe, as we do, that children are our greatest asset. By working together, we can not only keep children safer, but also help provide them with lasting benefits, including healthier lifestyles, improved social skills and an enhanced academic performance."

For more information about the YMCA of Northwest North Carolina's Childcare Services, please contact Maria Aristizabal, executive director, at m.aristizabal@ymcanwnc.org or 336-727-4849 x 234. For more information on the YMCA of Northwest North Carolina and its many branches and services, visit <http://www.ymcanwnc.org> or contact Amy McNeil, Director of Communications, at a.mcneil@ymcanwnc.org or 336-777-6252.

About YMCA of Northwest North Carolina

When the first YMCA was established in 1844 in London, England, its mission was to promote positive Christian values as well as healthy behaviors and activities. Today, the YMCA movement has spread to more than 130 countries around the world, supporting and influencing the lives of millions of men, women and children of all backgrounds. The YMCA of Northwest North Carolina association, a United Way agency, has been serving Winston-Salem and the surrounding areas since 1888. We have created a tradition of enhancing the lives of people in our community through an ever-growing list of programs and opportunities. We're proud to serve the people of Northwest North Carolina by helping to build strong kids, strong families and strong communities. Our association currently serves more than 51,000 YMCA members and more than 100,000 people with our memberships and programs. The YMCA of Northwest North Carolina has adopted Healthy Community 2015 initiatives to prepare youth and teens to succeed, strengthen and support families, develop caring communities and adopt healthy living habits. The YMCA offers financial

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Mission: Helping people reach their God-given potential in spirit, mind and body.

A United Way Agency

We build strong kids, strong families, strong communities.





assistance for memberships and programs through the Open Doors Program. Learn more about the YMCA of Northwest North Carolina at <http://www.ymcanwnc.org>.

About the JCPenney Afterschool Fund

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. Currently, more than 14 million youth in America are unsupervised every day between the hours of 3 and 6 p.m. Through partnerships with the YMCA of the USA, Boys & Girls Clubs of America, National 4-H and United Way of America, the JCPenney Afterschool Fund helps prepare children to reach their full potential by providing them with essential afterschool opportunities.

About JCPenney

JCPenney (NYSE:JCP) is one of America's leading retailers, operating 1,074 department stores throughout the United States and Puerto Rico, as well as one of the largest apparel and home furnishing sites on the Internet, jcp.com, and the nation's largest general merchandise catalog business. Through these integrated channels, JCPenney offers a wide array of national, private and exclusive brands which reflect the company's commitment to providing customers with style and quality at a smart price. The company posted revenue of \$19.9 billion in 2007 and is executing its strategic plan to be the growth leader in the retail industry. Key to this strategy is JCPenney's "Every Day Matters" brand positioning, intended to generate deeper, more emotionally-driven relationships with customers by fully engaging the company's 155,000 Associates to offer encouragement, provide ideas and inspire customers every time they shop with JCPenney.

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