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FOR IMMEDIATE RELEASE

**FOUR SEASONS MALL JCPENNEY CUSTOMERS “ROUND-UP” FOR  
HAYES-TAYLOR MEMORIAL YMCA**

*100 Percent of Donations from Recent “Round-Up” Program Benefit  
Hayes-Taylor Memorial YMCA*

**Greensboro, N.C., May 7, 2010** – Thanks to funds raised through a recent “Round-Up” program at the JCPenney at Four Seasons Mall in Greensboro, local children in need will continue to have access to after school programming at Hayes-Taylor YMCA. This past December, JC Penney customers were invited to “round-up” their purchases to the nearest whole dollar and donate the difference to a local after school programs that provide at-risk children access to life-enriching activities that inspire children to be smart, strong and socially responsible.

“With funds raised from the JCPenney in Four Seasons Mall’s recent ‘Round-Up’ program, even more children can benefit from Hayes-Taylor YMCA’s after school programs,” said director of after school programming Ebony Burnett.

“We appreciate JCPenney’s support as we work towards our goal of providing high-quality after school programs that encourage academic, physical and social development for children in Greensboro. With the funding received during the December round up, we were able to enhance the atmosphere of the after school program and implement new programs. We were able to paint, provide professional dance classes, and supplied more activities for the different after school classrooms,” Burnett further stated.

The Hayes-Taylor YMCA provides after school programming to the Greensboro community, serving over 100 children annually through enriching programs and activities such as tutoring, swimming, art, science, cooking, drama, fitness and dance.

For 120 years, the mission of the YMCA of Greensboro is to put Judeo-Christian principles into practice through programs that build a healthy spirit, mind, and body for all. We build strong kids, strong families, and strong communities.

The JCPenney After school Fund is a charitable organization committed to providing children in need with access to life-enriching after school programs that inspire children to be smart, strong and socially responsible. To date, JCPenney and the JCPenney After School Fund have contributed more than \$80 million to local after school 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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