

Media Advisory

Office of Macomb County Executive
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Michigan State University - Extension

For Immediate Release

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MSU Extension Invites Supporters to Donate "Pennies From Heaven" At JCPenney-Roseville

Campaign Seeks Donations of Change to Benefit Macomb County Youth

To support afterschool programs across the country, JCPenney launched a nationwide philanthropic campaign that invites customers to turn small change into "pennies from heaven" by rounding up their purchases and donating the difference to a local afterschool organization. The Macomb Michigan State University Extension is one of 1,100 afterschool organizations matched with a local JCPenney store that will benefit from the proceeds raised during the pennies from heaven campaign. The first pennies from heaven event will kick off July 31 through Aug. 27.

"With budget cuts in education, there's never been a more important time to support afterschool programs as a valuable community resource that helps to bridge the education gap," said Jan Gwozdz, 4-H Youth Mentor Program Coordinator. For more than a decade, JCPenney has been deeply committed to helping kids spread their wings by making it possible for more students to participate in life-enriching afterschool programs" said Greg Gasko, JCPenney-Roseville Store Manager.

National research shows that one out of four students in the U.S. is on their own between the hours of 3 p.m. and 6 p.m. each day. MSUE 4-H offers youth aged 5-19 fun learning opportunities through 4-H clubs, afterschool programs, mentoring, and local, state, national and international events. MSUE is committed to providing opportunities that will give students skills they can use for a lifetime, help them learn to make friends and work as a team, allow them to experience the value of diversity, and help them grow as citizens through leadership development and service to their community. "As customers shop for the Back-to-School season, we hope they will keep our mission in mind so that the social and academic learning opportunities we provide after school will continue to be available to Macomb County students," said Kathy Jamieson, Macomb County 4-H Program Director. "Last year, JCPenney and their customer's generosity provided over \$10,000 in funds for 4-H youth programs throughout Macomb County in areas of science, gardening, nutrition, outdoor education, career preparation, entrepreneurship and much, much more."

As the leading corporate advocate for the afterschool issue, JCPenney partners with leading afterschool organizations to make life-enriching afterschool programs accessible for working families. Through its legacy of supporting youth and charitable organizations such as the Boys & Girls Clubs of America, the Y, National 4-H, United Way and *FIRST*[®] Robotics, JCPenney formalized its commitment to the afterschool cause by establishing the JCPenney afterschool fund, a 501(c)(3) non-profit organization. Since its inception, more than \$100 million has been distributed to afterschool programs across every JCPenney community thereby making it possible for more kids to spread their wings. For more information, visit www.jcp.com/pennies

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