



Young Audiences Western New York

FOR IMMEDIATE RELEASE

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JCPENNEY SHOPPERS ENCOURAGED TO SUPPORT ARTS IN EDUCATION IN AUGUST

BUFFALO, NY (August 7, 2014) – JCPenney believes that supporting arts in education is extremely important in building strong, confident, and inspired students. Throughout the month of August, JCPenney shoppers can round up their purchases to the nearest dollar and donate the difference to support arts in education. Contributions will be donated to JCPenney Cares to help fund national and local arts education programs through partnerships such as [Young Audiences Arts for Learning](#), the nation's largest arts-in-education organization.

"Arts in education is often thought of as a secondary subject, but it is a core subject that inspires young people to be creative and analytic thinkers and helps them persevere in school and their future careers" stated David A. Dik, Young Audiences Arts for Learning's National Executive Director.

Through round-up donations, JCPenney Cares funding will support everything from classroom resources, like instruments and art supplies, to basic teacher needs allowing for an impactful and art filled experience. The arts play a unique and critical role in helping students develop the kind of innovative skills that, when combined with a STEM education, position America's youth to better compete in the 21st century marketplace. Young Audiences WNY is an affiliate of the Young Audiences Arts for Learning network.

ABOUT YOUNG AUDIENCES: *Young Audiences of Western New York's mission is to make the visual, performing, and literary arts a part of young people's lives in order to enhance their development as creative and productive human beings. They provide services in Allegany, Cattaraugus, Chautauqua, Erie, Genesee, Niagara, Orleans, and Wyoming counties. Every day, they fulfill their mission through performances, workshops, and residencies in educational, cultural and community centers. Young Audiences of Western New York celebrated 50 years of service in 2013.*

ABOUT YOUNG AUDIENCES ARTS FOR LEARNING: *Founded in 1952, Young Audiences Arts for Learning is the nation's leading source of arts in education services. YA's mission is to inspire young people and to expand their learning through the arts. Its network of 30 affiliates with 4,400 teaching artists and 84,000 programs reaches almost 5 million children in 9,000 schools and community centers across the country. Its services include arts-integrated workshops and residencies, and professional learning opportunities for educators and artists.*

ABOUT JCPENNEY: J. C. Penney Company, Inc. ([JCP](#)), one of the nation's largest apparel and home furnishing retailers, is dedicated to fitting the diversity of America with unparalleled style, quality and value. Across approximately 1,100 stores and at jcpenney.com, customers will discover a broad assortment of national, private and exclusive brands to fit all shapes, sizes, colors and wallets. For more information, please visit jcpenney.com.

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ARTS FOR LEARNING

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