

No Kid Hungry

by Nekea Valentine

As part of its charitable giving program jcp cares, jcpenny will be supporting Share Our Strength, an organization helping to end childhood hunger in America. From Nov. 1-22, jcpenny customers can join jcpenny in its support by rounding up their store purchases to the nearest whole dollar to support Share Our Strength's No Kid Hungry® campaign.



"More than 16 million kids in America live in households that struggle to put food on the table," said Miki Woodard, president of jcp cares and vice president of philanthropy for jcpenny. "As families prepare for their annual Thanksgiving feasts this November, hunger prevention is a cause that will be top of mind for our customers. By simply rounding up their purchases at jcpenny, customers can make a huge difference in ensuring every kid in America gets the food they need."

Share Our Strength's No Kid Hungry campaign is ending childhood hunger in the nation by ensuring that all children receive healthy food every day. Committed to creating nurturing environments where kids are able to learn, grow and thrive with healthy food choices, the campaign connects kids in need with nutritious food and teaches families how to cook healthy, affordable meals.

"While most of us will be giving thanks for the abundant food on our tables this holiday season, there are nearly one in five children in our nation who struggle with hunger," said Billy Shore, founder and CEO of Share Our Strength. "We know it doesn't have to be that way. By making its own substantial donation and encouraging customers to follow suit, jcpenny is making a dedicated commitment to end child hunger in America. Together, we will work to make sure no child goes hungry this holiday season and all year round."

jcpenny customers can also support Share Our Strength through a dedicated jcp cares page on the social media platform [BroadCause.com](https://www.broadcause.com) and through the Facebook social game, [WeTopia](https://www.wetopia.com). Furthermore, customers can make donations to Share Our Strength online

at jcp.com/jcpcares and find more information about jcpenny's philanthropic commitments.

About jcpenny:

More than a century ago, James Cash Penney founded his company on the principle of the Golden Rule: treat others the way you'd like to be treated — Fair and Square. His legacy continues to this day, as J. C. Penney Company, Inc. (NYSE: JCP) boldly transforms the retail experience across 1,100 stores and jcp.com to become America's favorite store. Focused on making the customer experience better every day, jcpenny is dreaming up new ways to make customers love shopping again. On every visit, customers will discover great prices every day in a unique Shops environment that features exceptionally curated merchandise, a dynamic presentation and unmatched customer service. For more information, visit us at jcp.com.

About Share Our Strength's No Kid Hungry Campaign:

No child should grow up hungry in America, but one in five children struggles with hunger. Share Our Strength's No Kid Hungry® campaign is ending childhood hunger in America by ensuring all children get the healthy food they need, every day. More specifically, the No Kid Hungry campaign connects kids in need to effective nutrition programs like school breakfast and summer meals and, through Share Our Strength's Cooking Matters® program, teaches low-income families how to cook healthy, affordable meals at home. This work is accomplished through the No Kid Hungry network, made up of private citizens, public officials, nonprofits, business leaders and others providing innovative hunger solutions in their communities. Join us at NoKidHungry.org.