



We build strong kids,
strong families, strong communities

JcPenney Rounds-Up Change for the Pittsfield Family YMCA

November 24, 2009—Pittsfield, MA: From December 4, 2009 until December 13, 2009, JcPenney retail store located at the Berkshire Mall in Lanesboro, MA will be making a generous move toward helping out the Pittsfield Family YMCA. With the help of Berkshire County citizens, change will be accrued to raise money for our children. During this week and a half period, a customer will be asked whether they wish to “round-up” their change to the next full dollar. This change will benefit the After School Childcare Program that relieves youth and parents across Berkshire County.

The contribution of pocket change may not seem like much, but this outstanding program has impacted children nationwide and studies have shown that an excess of 8.5 million adolescents are now attending after school childcare programs. There is a growing demand of after school care in Pittsfield, so do not think that any donation is too little. Please take the time to contribute during the holiday season to an organization that has been around in an excess of 165 years that helps build strong kids, strong families, and strong communities.

The nation’s 2,686 YMCAs respond to critical social needs by drawing on or collective strength as one of the largest not-for-profit community service organizations in the United States. Today’s YMCAs serve thousands of U.S. communities uniting 21 million children and adults of all ages, races, faiths, backgrounds, abilities, and income levels.

For more information about the YMCA and the JcPenney Afterschool Fund please contact the YMCA Membership and Marketing Director, Susan Jacobs at (413) 499-7650 ext. 42 or at sjacobs@nycap.rr.com

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Pittsfield Family YMCA
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