Customers invited to round up purchases to benefit mentoring youth

• Provided by Big Brothers Big Sisters of Haskell, Seward and Stevens Counties

Big Brothers Big Sisters, the nation's largest donor and volunteer supported mentoring network, is joining forces with JCPenney in June for the retailer's charitable giving program, JCP Cares.

By rounding-up purchases both in-store and online at jcp.com, customers support maintaining and monitoring long-term mentoring matches to help children who face adversity in school and life.

"Our partnership with JCP Cares aligns perfectly with the Big Brothers Big Sisters' Start Something® brand message, which tells people and organizations there are many ways they can support mentoring; volunteering is just one of them," said Charles Pierson, Big Brothers Big Sisters of America president and CEO. "JCP Cares is providing financial support and awareness that will make resources available to help our local agencies carefully match more volunteers and children and provide support needed to keep the mentoring going strong long-term."

JCPenney stores in Liberal and across the nation will invite customers to become friends of Big Brothers Big Sisters by rounding up purchases to the nearest dollar and donating the difference to the nationwide mentoring organization.

In addition, JCPenney will donate $1 for every $50 gift card sold in June, up to $50,000, giving Big Brothers Big Sisters an opportunity to receive additional funding.

"We are incredibly excited to support an organization that is making such a profound impact on the lives of children educationally, socially and emotionally," said Miki Woodard, JCP

Cares president and vice president of philanthropy for JCPenney. "Additionally, we're proud to have our long time brand partner, Haggar, by our side to fortify these efforts."

Haggar will also support Big Brothers Big Sisters by running an in-store campaign in all JCPenney locations June 1-30. For any pair of Haggar pants purchased, Haggar will donate $1 to Big Brothers Big Sisters, with a contribution of up to $50,000.

Customers will have the opportunity to enter for a chance to win a trip to the 2013 Pro Football Hall of Fame Enshrinement Weekend in Canton, Ohio.

"I am delighted that Haggar has joined the nationwide mentoring network as a corporate partner," said Lynn Swann, former professional football player and Big Brothers Big Sisters of America alumnus board member and national spokesperson. "It's a perfect fit, as Haggar and Big Brothers Big Sisters have a shared commitment to help children, families and communities thrive. I will always be proud to wear my Haggar NFL Hall of Fame jacket, just as I will continue to cherish the years I've been privileged to serve Big Brothers Big Sisters."

Big Brothers Big Sisters will host its Reunite Now national conference in Denver June 24-30.

On June 26, JCPenney will sponsor a special luncheon at the conference where the retailer will reveal a fashion makeover for a former "Big" and "Little," followed by a surprise reunion of the two.

Throughout the conference week, Big Brothers Big Sisters employees will encourage Bigs, Littles, family members and friends to replace their Facebook profile picture with a special badge that displays the partnering organizations' logos.