

**JCPENNEY INVITES CUSTOMERS TO SUPPORT BREAST CANCER
AWARENESS MONTH**

PLANO, TX -- (Sept. 25, 2015) – Throughout the month of October, JCPenney is inviting customers to round up their in-store or online purchases to the nearest dollar to support Breast Cancer Awareness Month. Customers may also provide additional support through the purchase of various merchandise and services available at JCPenney this October. All contributions will fund national organizations supporting breast cancer research, early detection and awareness.

“We’re making it easy for customers to support Breast Cancer Awareness Month,” said John Tighe, chief merchant for JCPenney. “As someone who lost his mother to this disease, I believe every cent counts when it comes to helping fund the fight against breast cancer. With our customers’ help, we can assist organizations doing great work in helping to bring attention and awareness to an important health issue affecting one in eight women in the United States.”

From now through October, JCPenney will donate \$1, up to a maximum donation of \$15,000, for every purchase of breast cancer awareness hoodies, pants and tees featuring inspiring graphics and messages of hope from its Made for Life™ activewear brand. JCPenney will also donate \$1, up to a maximum donation of \$100,000, for every Ambrielle® bra purchased in October. Donations will support the Breast Cancer Research Foundation (BCRF), an organization dedicated to advancing the world’s most promising research for prevention and treatment of breast cancer. Additionally, an assortment of fashion jewelry items and accessories including a silicone bracelet set, silver tone stud earrings and pendant set, and crystal accent keychain will allow JCPenney customers to show their support of Breast Cancer Awareness Month in style.

Furthermore, more than 800 jcp salons across the country will be hosting a “Cuts for Hope Cut-A-Thon” event Oct. 15-18, donating \$1, up to a maximum donation of \$100,000, to the Breast Cancer Research Foundation for every haircut service performed.

Since 2012, JCPenney, together with its customers, has donated over \$6.4 million for breast cancer awareness, benefiting organizations such as Breast Cancer Research Foundation, National Breast Cancer Foundation and Susan G. Komen.

For more information and images please visit www.jcpnewsroom.com.

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About JCPenney

J. C. Penney Company, Inc. (NYSE: 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 1,020 stores and at jcpenny.com, customers will discover a broad assortment of national, private and exclusive brands to fit all shapes, sizes, occasions and budgets. For more information, please visit jcpenny.com.

About Breast Cancer Research Foundation

Founded by Evelyn H. Lauder in 1993, the Breast Cancer Research Foundation (BCRF) advances the world's most promising research to eradicate breast cancer. BCRF has raised more than \$570 million to fuel discoveries in tumor biology, genetics, prevention, treatment, survivorship and metastasis, making it one of the largest non-governmental funders of breast cancer research in the world. In 2015, BCRF will award \$48.5 million to support 240 researchers at leading medical institutions worldwide. By spending 91 cents of every dollar on research and public awareness programs, BCRF remains one of the nation's most fiscally responsible nonprofits. BCRF is the only breast cancer organization with an "A+" from CharityWatch, together with Charity Navigator's highest rating of four stars 13 times since 2002. For more information, please visit: www.bcrfcure.org.