

JCPenney

“We Got Your Holiday”: JCPenney is Making the Holidays Easier for Busy Families with Inflation-Busting Early Black Friday Deals, Creative Gifting Solutions and Festive Family Entertainment

*From season-long deals and extended store hours to merry celebrity appearances, JCPenney commits to giving hardworking American families their best holiday season, plus the chance to win \$500 toward holiday shopping**

LEWISVILLE, Texas (October 13, 2022) — [JCPenney](#) is helping America’s families turn holiday routines into moments of joy with the return of inflation-busting Black Friday deals, flexible and convenient omnichannel shopping experiences, and stylish gifts around every corner. It’s all part of JCPenney’s effort to show “We Got Your Holiday,” with affordable décor to set the stage, gifting solutions that make shopping easy and free family entertainment – plus a few surprises along the way.

“JCPenney is here to make our customers’ lives easier and better with our strongest values ever,” said John Aylward, chief marketing officer. “Whether you prefer shopping online or in-store, we’ve got your holiday. We’re bringing back many of the deals families love at pre-inflation prices and adding even more reasons to celebrate with our ‘We Got Your Cart Sweepstakes,’ the world premiere of the music video for the Backstreet Boys’ “Christmas In New York” from their new Christmas album and more.”

More Ways to Shop and Save Early and Often

On Nov. 1, JCPenney is helping customers get a head start on their shopping at a great price with early access to shop thousands of Black Friday deals for one day only online. And to make sure shoppers can maximize their budget, JCPenney’s full Black Friday ad will launch online the same day and be available all month long to help them plan their approach for shopping’s biggest month of the year. With select Black Friday deals releasing online and in-store each week in November, there are thousands of reasons to keep shopping all month long.

JCPenney is closed on Thanksgiving Day, Nov. 24, for the third consecutive year so customers and associates can enjoy Thanksgiving with their families without missing out on the savings. After all, [JCPenney.com](#) is always open. The savings start early on Black Friday, Nov. 25, as stores open at 5 a.m. to bring back the excitement of holiday shopping with friends and family – plus the Black Friday deals shoppers know and love. That’s right; many of these are the same deals that have stood the test of time (and inflation). And for super shoppers who are first in line, JCPenney will also give out special in-store coupons at the door that can be combined with the already low Black Friday prices, so hurry in!

With extended hours throughout the season, customers have even more opportunities to shop on their schedule or online with easy shipping and pickup options. Visit [jcp.com/locations](#) for local store hours.

Chance To Win \$500 Toward Your Holiday Shopping

Looking for more ways to truly win the season? Consider it covered. From Nov. 8 through Jan. 2, customers across the country can enter for a chance to win \$500 to clear their carts in the “We Got Your Cart Sweepstakes.” Shoppers who upload their receipt* online at [WeGotYourCart.com](#) will be entered for a chance to win a voucher worth up to \$500 in drawings throughout the season!

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“The holidays are a time for magical surprises and fun shopping experiences,” said Marc Rosen, chief executive officer. “We wanted to clear the carts of customers to show our support for America’s hardworking families and make the season even merrier for more people.”

“We Got Your Holiday” with Family Entertainment

JCPenney is bringing delightful new shopping experiences and sparking moments of joy everywhere customers turn, in-store and online. To ring in the season, Melissa Villaseñor is back as “Penny James” with special singing guests, “The Shopettes,” in Black Friday ads that feature a jingle shoppers will be singing all through the aisles.

And the biggest surprise of the season...Backstreet’s back! JCPenney is kicking off holiday festivities with the JCP Live Holiday Spectacular on Dec. 1, a [Facebook Live](#) hosted by the Backstreet Boys. Viewers can tune in for the world premiere of the music video of their new song “Christmas In New York” from their first ever Christmas album, “A Very Backstreet Christmas” which will be released this Friday, Oct. 14. Fans can also purchase their new album online, plus get holiday questions answered, receive exclusive offers and giveaways, support a charity partner and sing along with the Backstreet Boys throughout the show. The holiday joy just keeps coming with other special appearances, including from Melissa Villaseñor! For more information on Backstreet Boys and their first ever Christmas album, follow [@backstreetboys](#) on all social media platforms.

Real Families, Real Solutions

JCPenney is celebrating real, diverse American families in this year’s holiday ads. The [Sharpe Family Singers](#), [Jenny Martinez](#) and family, the [Wilson family](#), the [Littlefield-DeLeva](#) family, the [Pocta family](#) and the [French Family Band](#) will share how they’re making their lists, checking them twice and finding everything they need in-store and online. Shoppers can also follow the #JCPFam Holiday Helpers for inspiration all season, including advice for common gifting and hosting questions, gift card giveaways, tutorials and more.

From quick solutions for holiday cards to self-care moments, JCPenney has families covered with [portrait services](#) and new [JCPenney Beauty](#) essentials. Shoppers can capture seasonal memories, browse unique styles and check more tasks off their list.

Join the JCPenney Family of Associates

JCPenney will hire 21,000 seasonal associates during its national hiring event through Saturday, Oct. 15. All hourly associates will receive additional premium pay during peak holiday weekends and Black Friday. JCPenney associates also enjoy perks like an employee discount of up to 25% off, access to unique employee benefits like WeeCare, a childcare services provider, plus career advancement opportunities after the holidays. Interested candidates can visit [jobs.jcp.com](#) to apply.

**NO PURCHASE NECESSARY. A purchase will not increase your chances of winning. Sweepstakes begins at 12:00 PM ET on 11/8/22 and ends at 11:59:59 PM ET on 1/2/23. Open only to legal residents of 50 US/DC, PR who are 18 years of age or older. For Official Rules, including how to enter, free method of entry instructions, odds, prize details and restrictions, visit [wegotyourcart.com](#). Void where prohibited. Msg&data rates may apply. Sponsor: Penney OpCo LLC, 2401 South Stemmons Freeway, Suite 4000, Lewisville, Texas 75067.*

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About JCPenney

JCPenney is the shopping destination for America's diverse, working families. With inclusivity at its core, the Company's product assortment meets customers' everyday needs and helps them commemorate every special occasion with style, quality and value. JCPenney offers a broad portfolio of fashion, apparel, home, beauty and jewelry from national and private brands and provides personal services including salon, portrait and optical. The Company and its 50,000 associates worldwide serve customers where, when and how they want to shop — from JCP.com to more than 650 stores in the U.S and Puerto Rico.

In 2022, JCPenney celebrates 120 years as an iconic American brand by continuing its legacy of connecting with customers through shopping and community engagement. Please visit JCPenney's [Newsroom](#) to learn more and follow JCPenney on [Facebook](#), [Instagram](#), and [Twitter](#).

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