

JCPenney

* * * MEDIA ALERT * * *

JCPenney donates \$2.4 Million in Goods to The Salvation Army for Hurricane Ian Relief in Florida

Retailer is partnering with The Salvation Army to donate 130,000 units of new clothing, bedding and home goods valued at \$2.4 million to Floridians impacted by Hurricane Ian

November 8, 2022 – In Florida, as families impacted by Hurricane Ian continue to rebuild their lives, JCPenney has partnered with The Salvation Army to relieve the burden with a donation of 130,000 units of new clothing, bedding and home goods to those families in need. The merchandise units – worth \$2.4 million – have been sourced directly from JCPenney distribution centers in Columbus, OH and Lenexa, KS. This comes just weeks after the retailer donated up to 55,000 units of new merchandise to Puerto Ricans in need, in partnership with United Way de Puerto Rico.

“JCPenney’s founding principles are rooted in building strong, vibrant communities,” said JCPenney Chief Executive Officer Marc Rosen. “We are committed to upholding this legacy and are honored to partner with The Salvation Army to provide resources for families in Florida as they rebuild their communities in the wake of Hurricane Ian.”

JCPenney is committed to supporting those in need with essential resources wherever they can, especially for hard hit communities where their customers live and work.

Deliveries are being paid for by JCPenney and will continue through the weeks leading up to Thanksgiving.

Salvation Army Warehouse Location Information:

- Orlando, FL
- Lakeland, FL
- Ft. Meyers, FL
- Tampa, FL
- Naples, FL

ASSETS:

PHOTOS FROM STORE GMS

Photography and b-roll attached and will be available on the [JCPenney Newsroom](#) following the event.

For all media inquiries and to receive additional information, please contact: jcpnews@jcp.com

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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](#).