

Senior Stars Say Cheese! “JCPenney Pet Portraits” Showcases Senior Dogs Available for Adoption

JCPenney partners with local animal shelters in 10 U.S. cities to help senior dogs find a home and offers free pet portrait for customers at JCPenney Portraits by Lifetouch

PLANO, Texas (January 24, 2023) — [JCPenney Portraits by Lifetouch](#) has captured all the perfect images – couples posed for holiday cards, kids grinning from ear to ear, friends reuniting again and a JCPenney favorite: four-legged family members. Just as much as America’s hardworking families love to shop for their pets, [JCPenney](#) loves when they come in for a fresh photo opp. And this month, JCPenney is making it easier than ever for customers to make photo-worthy memories with their furry friends and giving adoptable dogs a much-deserved moment in the spotlight.

Beginning Jan. 24, Change a Pet’s Life Day, JCPenney is partnering with pet shelters across America to help senior dogs find their “forever” homes...starting with capturing their own photo sessions at JCPenney Portraits by Lifetouch!

“As a brand focused on supporting families on every occasion, we care about the memories our customers create with their furry family members too,” said Bill Cunningham, vice president of marketing strategy at JCPenney. “We’re excited to give the senior dogs in these shelters, who are often less likely to be adopted, their chance to shine and encourage customers to get involved with their local communities to change a pet’s life for the better.”

The oldest – er, wisest – dogs from the shelters listed below will make their big debut on <https://www.jcpenny.com/m/editorial/life/portraits-for-pups> Jan. 24 – Feb. 28, where local customers can visit their shelter’s link to view their adoptable senior stars and all other available dogs. JCPenney is also donating \$1,000 to each shelter and providing shelters with a \$500 JCPenney gift card for supplies like towels, blankets, cleaning equipment and of course, pet bowls and beds, to help their future furry friends! Customers can also purchase items like these to donate to their local shelters and help even more dogs in need.

- [PAWS Atlanta](#), Atlanta
- [Austin Pets Alive](#), Austin, TX
- [PAWS Chicago](#), Chicago, IL
- [Dallas Dog](#) and [Dallas Pets Alive!](#), Dallas, TX
- [LA Animal Services](#), Los Angeles, CA
- [MisPits and Friends](#), Louisville, KY
- [Humane Society of Greater Miami](#), Miami, FL
- [The Animal League](#), Orlando, FL
- [PAWS Philadelphia](#), Philadelphia, PA
- [HALO Animal Rescue](#), Phoenix, AZ

“We’re grateful for community partners taking initiatives like that of JCPenney’s ‘Pet Portraits,’” said Sarah Collica, director of marketing and communications at Austin Pets Alive! “The company’s invitation to offer exposure of some of our senior population to their audience is so generous. We are honored and proud to be supported by a community that cares so deeply for pets in need.”

Lights, Camera, Action!

Think your pet deserves its own photo session to start the year off in a stylish way? Schedule an appointment with any JCPenney Portraits by Lifetouch studio before Feb. 28 and receive a free 8x10 standard print, \$70 off a digital album and free standard shipping. Whether you're looking to capture Fido's professional headshot, need a framed photo for your desk or want to hang it in the foyer, any excuse for a pet photograph is a good one!

While you're in the store, check out JCPenney's stylish selection of pet supplies – from coats, pajamas and shoes (yes, we went there) to beds, bandanas and bows. We've got what you need to help your companion feel like a star in the photo studio and at home.

Visit jcportraits.com/find-a-studio/ for a studio near you and don't forget to share your #JCPPetPortraits on social media!

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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 celebrated 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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