



JCPenney's Third Annual Young, Gifted and Black Design Challenge is now Live!

Retailer invites HBCU students to participate in its third annual Young, Gifted and Black (YGB) Design Challenge

WHAT: JCPenney is proud to announce the [Young, Gifted and Black \(YGB\) Design Challenge](#) is back again for a third year! The **YGB Design Challenge** offers students at Historically Black Colleges and Universities (HBCUs) an opportunity to have their artwork celebrated and recognized on a national scale – including a cash prize, dedicated mentorship from JCPenney leadership, and the winning designs featured on merchandise in stores and online.

This year's YGB Design Challenge theme is **Black Legacy**. Black Legacy is the celebration and recognition of Black culture dedicated to the education, awareness and commemoration of Black heritage and people. In part of JCPenney's ongoing commitment to celebrate inclusivity and appreciation for our diverse customers, the Company is eager to support representation across all communities.

Interested full-time, undergrad students currently enrolled in an HBCU are encouraged to submit their designs.

WHEN: Entries must be submitted by 11:59 PM CST on April 23. From the pool of finalists, first and second place winners will be notified by May 24.

Details and requirements on the YGB Design Challenge can be found [here](#).

For more information, please contact the JCPenney Media Relations team at jcpnews@jcp.com.

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](#), [Twitter](#) and [LinkedIn](#).

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