



MEDIA ADVISORY

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For Immediate Release

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What Are Kids Doing After School?

Afterschool Alliance, JCPenney Afterschool to Release Findings from National Survey Comparing Afterschool Participation, Satisfaction and Demand in Rural, Urban and Suburban Communities

(Des Moines) – *What are the greatest barriers to afterschool access in rural communities, compared with urban and suburban areas? Are there differences in afterschool program attendance and demand in different types of communities? How many children in rural communities are at home alone after school compared with their counterparts in urban and suburban areas?*

A special report based on a study of nearly 30,000 households, *America After 3PM: From Big Cities to Small Towns*, conducted for the Afterschool Alliance and sponsored by JCPenney, answers those and other questions. The rural, urban and suburban data from the study will be released at a news conference at:

**10am, Tuesday, October 12
Children and Families Urban Ministries
1548 8th Street
Des Moines, Iowa**

Speakers will include:

***Carmen Lampe Zeitler, Children and Families Urban Ministries Director
Halley Griess, Des Moines City Councilmember
Lisa Proctor, Manager, Community Partnerships, JCPenney
Jen Rinehart, Vice President for Research and Policy, Afterschool Alliance
Keli Tallman, Iowa 4-H Youth Development Specialist***

Youth who participate in the Children and Families Urban Ministries program

The report details the barriers to accessing afterschool services in communities of different sizes and illustrates the need for more programs in the state, especially in Iowa's rural communities. *From Big Cities to Small Towns*, is being released in advance of *Lights On Afterschool* on October 21. *Lights On Afterschool* is the only nationwide rally for afterschool programs. This year, more than a million people are expected to participate in some 7,500 events across the United States and at U.S. military bases worldwide.

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About CFUM: In partnership with their neighbors, Children and Family Urban Ministries (CFUM) addresses the challenges and builds on the strengths of those living on the near north side of Des Moines. CFUM seeks to create welcome, nurture lives, and promote social and economic justice by bringing together a broad and inclusive community to share the resources and abundance meant for all.

About the Afterschool Alliance:

The Afterschool Alliance is a nonprofit public awareness and advocacy organization working to ensure that all children have access to quality afterschool programs. More information is available at www.afterschoolalliance.org.

About JCPenney's Commitment to Afterschool:

As a leading corporate advocate for the afterschool issue, JCPenney works with afterschool organizations to increase the accessibility and affordability of afterschool programs across the country. Through its legacy of supporting youth and charitable organizations such as the Boys & Girls Clubs of America, The Y, National 4-H, United Way and FIRST, JCPenney formalized its commitment to the afterschool issue by establishing the JCPenney Afterschool Fund, a 501(c)(3) non-profit organization. Since its inception, more than \$100 million has been distributed to afterschool programs across every JCPenney community thereby making it possible for more children to participate in life-enriching programs that inspire them to be smart, strong and socially responsible. For more information, visit www.jcpennyafterschool.org.

About the Iowa Afterschool Alliance: A statewide network of individuals and organizations working to expand access to and quality of afterschool programs for all children and youth in Iowa.