



**ON TAPE**

# TV TAKES

**NORTH AMERICAN PRECIS SYNDICATE, INC.**  
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## HELPING KIDS SUCCEED AT AND AFTER SCHOOL IN A TOUGH ECONOMY



SCHOOLWEAR HELPS CHILDREN DRESS FOR ACADEMIC SUCCESS—AND COSTS PARENTS LESS, AN IMPORTANT CONSIDERATION IN A TOUGH ECONOMY. UNIFORMS, SPIRITWEAR AND CLOTHES FOR DRESS CODES ENCOURAGE A FEELING OF COMMUNITY AND PROMOTE SCHOOL SAFETY. FOLLOWING A DRESS CODE AT SCHOOL AND AT AFTER-SCHOOL EVENTS ALSO AIDS IN REDUCING PEER PRESSURE. WHEN EVERYONE DRESSES ACCORDING TO GUIDELINES, IT MAKES LIFE SIMPLER FOR STUDENTS, PARENTS AND TEACHERS.

COMFORTABLE SCHOOLWEAR HELPS STUDENTS SUCCEED DURING AFTER-SCHOOL ACTIVITIES, TOO. J-C-PENNEY, A RETAILER SELLING IZOD (EYE-ZAAHD) SCHOOLWEAR, HAS CREATED AN AFTER-SCHOOL FUND TO SUPPORT PROGRAMS THAT INSPIRE CHILDREN TO BE SMART, STRONG AND SOCIALLY RESPONSIBLE.

FROM AUGUST SIXTH THROUGH FIFTEENTH, THEIR “ROUND-UP” PROGRAM LETS SHOPPERS ROUND UP THE COST OF THEIR PURCHASES TO THE NEAREST DOLLAR. THE DIFFERENCE WILL BE DONATED TO THE FUND, WHICH HAS GIVEN MORE THAN SEVENTY MILLION DOLLARS TO ORGANIZATIONS SUCH AS THE Y-M-C-A, BOYS AND GIRLS CLUBS AND THE NATIONAL 4-H’S LIFE-ENRICHING AFTER-SCHOOL PROGRAMS. THESE PROGRAMS HELP CHILDREN ACROSS THE COUNTRY REACH THEIR GOALS.

FOR MORE INFORMATION, VISIT [J-C-PENNEY--DOT--COM](http://J-C-PENNEY--DOT--COM).