



FOR IMMEDIATE RELEASE

July 31, 2018

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**JCPenney & Poughkeepsie Galleria Host
2nd Annual Back-To-School Safety Bash**

Poughkeepsie, NY – With the Back-to-School season in full swing, join JCPenney and Poughkeepsie Galleria for safety tips during their 2nd Annual Safety Bash. Happening Saturday, August 11, the safety event will take place from 11am to 2pm outside JCPenney near the flagpole parking lot.

Sephora inside JCPenney will be on hand for children's face painting and the Salon by InStyle inside JCPenney will be styling faux-highlights with hair chalk. In addition to presence from JCPenney and Poughkeepsie Galleria, the Town of Poughkeepsie Police Department, New Hamburg Fire Department, American Red Cross and Fidelis Care will be providing valuable information for families as they prepare to go Back-to-School. Safety information, tips, crafts, snacks and more will be provided while supplies last.

For information on this and our many upcoming events please visit [Poughkeepsie Galleria's website](#).

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About JCPenney:

J. C. Penney Company, Inc. (NYSE: JCP), one of the nation's largest apparel and home retailers, combines an expansive footprint of over 860 stores across the United States and Puerto Rico with a powerful e-commerce site, jcp.com, to deliver style and value for all hard-working American families. At every touchpoint, customers will discover stylish merchandise at incredible value from an extensive portfolio of private, exclusive and national brands. Reinforcing this shopping experience is the customer service and warrior spirit of approximately 98,000 associates across the globe, all driving toward the Company's mission to help customers find what they love for less time, money and effort. For additional information, please visit jcp.com.

About Poughkeepsie Galleria

Poughkeepsie Galleria is celebrating 30 years as Dutchess County's largest, most dominant shopping destination. Anchored by Macy's, Target, Best Buy, Sears, JCPenney, Dick's Sporting Goods, Poughkeepsie Galleria offers 120 retail shops including entertainment destinations Regal Cinemas and K1 Speed. Additional information can be found at www.PoughkeepsieGalleriamall.com and you can find Poughkeepsie Galleria on Facebook ([Facebook.com/PoughkeepsieGalleria](https://www.facebook.com/PoughkeepsieGalleria)), Twitter ([@PokGalleria](https://twitter.com/PokGalleria)) and Instagram ([@Poughkeepsie_Galleria](https://www.instagram.com/Poughkeepsie_Galleria)).