

FOR IMMEDIATE RELEASE:

March 19, 2008

For further Information, call Boys & Girls Club Administration (815) 972-5973

“Melt Your Heart” Snowman Promotion Raises \$636 for Boys & Girls Club of Rockford

The Boys & Girls Club of Rockford is proud to announce that through the Bergner’s 2007 “Melt Your Heart” Snowman plush promotion, \$636 was raised. During the holiday season, 270 stores in 23 states, sold the 15” tall snowmen that directly benefited the local Boys & Girls Clubs.

“We are proud to be a partner with Bergner’s for this great community fund raiser,” said Chad Bryden, Vice President of Resource Development. “It’s local retailers like Bergner’s that helps us to continue serving the youth of this community.”

Since inception of the Boys & Girls Clubs holiday promotion in 2002, Carson Pirie Scott & Co. (parent company of Bergner’s) has donated more than \$500,000 to local Boys & Girls Clubs.

“Our company partners with local organizations to directly benefit the communities we serve, “ said Bud Bergren, President and CEO, The Bon-Ton Stores, Inc. “the Boys & Girls Clubs are the Positive Place for Kids in our community, and we are proud to be a strong supporter of their cause.”

The Boys & Girls Club of Rockford is celebrating 100 years of service and offers a unique and wide variety of educational, recreational, cultural and social activities for youth between the ages of 6 and 18. Clubs nurture and enrich young lives by giving boys and girls opportunities for personal growth and achievement. There are presently 7 sites in the Rockford / Machesney Park area including a school site at Jackson School and an extended site at Our Saviors Lutheran Church.

For more information, contact Boys & Girls Club Administration office at (815) 972-5973.



BOYS & GIRLS CLUB