

**From:** [Holland, Sarah A](#)  
**Subject:** JCPenney BTS Media Guidelines 2017  
**Date:** Wednesday, June 07, 2017 3:53:54 PM  
**Attachments:** [JCPenney BTS Media Guidelines 2017.pdf](#)

---

Good afternoon,

As the Back-to-School shopping season approaches, we would like to take the time touch base on a few items:

- 1) **Local Media Opportunities:** JCPenney would like to partner with you on upcoming back-to-school media opportunities. As a reminder, JCPenney welcomes media into our stores for positive shopping and fashion related stories. Attached please find our guidelines for easily arranging media visits inside JCPenney stores. We are the perfect location for media who are looking to cover tax-free holidays, Back-to-School fashion/trend stories, school uniforms and more. We will share our BTS news release and store shopping b-roll with you this July.
- 2) **Back-to-School Fashion/Trend Assets for the Mall:** We are often contacted by malls for high-res images of the hottest Back-to-School styles to include in mall promotions, look books or other marketing. Feel free to download the latest Back-to-School looks from JCPenney for women, juniors, young men, kids, accessories and dorm here: <http://www.jcpnewsroom.com/lookbooks-bts2017.html>
- 3) **Website profiles:** We'd also like to take this opportunity to request an update to the JCPenney profile on your mall website(s). Below please find a link to a downloadable version of the current logo as well as the current boilerplate that should be used.  
--- Logo: <http://www.jcpnewsroom.com/assets/images/JCPenney-Classic-4c.png>

JCPenney, one of the nation's largest apparel and home furnishings retailers, is on a mission to ensure every customer's shopping experience is worth their time, money and effort. Whether shopping JCPenney.com or visiting one of their many store locations across the United States and Puerto Rico, you will discover a broad assortment of products from a leading portfolio of private, exclusive and national brands. Supporting this value proposition is the warrior spirit of over 100,000 JCPenney associates, who are focused on the Company's three strategic priorities of strengthening private brands, becoming a world-class omnichannel retailer and increasing revenue per customer. For additional information, please visit JCPenney.com.

- 4) **Mall marketing contact:** If you are not the correct mall marketing contact, please let us know the best person to reach out to moving forward.

We look forward to working with you this Back-to-School shopping season. Please let us know if you have any questions or would like to discuss potential media opportunities.

Best,

Sarah Holland  
JCPenney Corporate Communications & Public Relations  
972-431-2774  
[sakelleh@jcp.com](mailto:sakelleh@jcp.com)  
jcpnewsroom.com

The information transmitted is intended only for the person or entity to which it is addressed and may contain confidential and/or privileged material. If the reader of this message is not the intended recipient, you are hereby notified that your access is unauthorized, and any review, dissemination, distribution or copying of this message including any attachments is strictly prohibited. If you are not the intended recipient, please contact the sender and delete the material from any computer.