



**MEDIA ADVISORY**  
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**CONTACT:** Gretchen Wright  
202/371-1999

## **What Are America's Children Doing After School?**

*Afterschool Alliance, JCPenney Afterschool Fund to Release  
Results of National "America After 3 PM" Survey  
On Supply and Demand of Afterschool Programs*

How many children today are unsupervised after the school day ends? How many attend afterschool programs? How many children have no program to attend? Has the nation made progress over the last five years in making afterschool programs available to all families? How has the recession impacted families in terms of how they care for their children after school?

A new study of nearly 30,000 households, conducted for the Afterschool Alliance and sponsored by the JCPenney Afterschool Fund, answers those and other questions. *America After 3 PM: A Household Survey on Afterschool in America* will be released at a kick-off event for *Lights On Afterschool* at:

4 PM, Tuesday, October 6  
Lyndon Baines Johnson Auditorium, U.S. Department of Education  
400 Maryland Avenue, S.W., Washington, D.C.

WITH

*Arne Duncan, U.S. Secretary of Education*  
*Dr. Thelma Melendez de Santa Ana, Assistant Secretary,*  
*Office of Elementary and Secondary Education, U.S. Department of Education*  
*Joan Lombardi, Deputy Assistant Secretary and Inter-Departmental Liaison for Early*  
*Childhood Development, U.S. Department of Health and Human Services*  
*Mike Boylson, Executive Vice President and Chief Marketing Officer, JCPenney, and*  
*Director, JCPenney Afterschool Fund Board*  
*Jodi Grant, Executive Director, Afterschool Alliance*

The event will feature youth speakers and student performances, as well as a demonstration of the Verizon Thinkfinity.org, a free educational website that offers resources for teachers, students and afterschool programs..

*America After 3 PM* is the most in-depth study ever to explore how America's children spend their afternoons. The original study was released in 2004. It found that 14.3 million

kindergarten through 12<sup>th</sup> graders took care of themselves after the school day ended. At the time, just 6.5 million children were in afterschool programs – but the parents of another 15.3 million children said their children would participate if an afterschool program were available.

The 2009 study is designed to measure progress over the last five years. It includes updated information on afterschool participation nationally. The national results will be released on October 6, and results for all 50 states will be released the following week, on October 15.

Tuesday's event will kick off *Lights On Afterschool*, the only nationwide rally for afterschool programs. On October 22, at more than 7,500 sites across the nation, Americans will rally in support of afterschool programs as part of the 10<sup>th</sup> annual *Lights On Afterschool*.

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*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](http://www.afterschoolalliance.org).*

*The JCPenney Afterschool Fund is a charitable organization committed to providing children in need with access to life-enriching afterschool programs that inspire children to be smart, strong and socially responsible. To date, JCPenney and the JCPenney Afterschool Fund have contributed more than \$80 million to local afterschool programs in every JCPenney community through partnerships with the YMCA of the USA, Boys & Girls Clubs of America, National 4-H and FIRST (For Inspiration and Recognition of Science and Technology). For more information, visit [www.jcpennyafterschool.org](http://www.jcpennyafterschool.org).*