

JCPenney Celebrates Hispanic Heritage Month With Style!

PLANO, Texas, September 16 - JCPenney continues celebrating its new store in Manhattan on 33rd Street and 6th Avenue by presenting the latest in Fall styles with a Fall fashion show featuring Greidys Gil, Univision's 2009 *Nuestra Belleza Latina* (Our Latin Beauty) winner and the six show finalists at People en Español magazine's *Fiesta 2009* in NYC's Central Park this past Saturday, September 12.

The Fiesta 2009 family festival offered families a fun-filled day of entertainment including performances by celebrated Latin artists and a JCPenney Fall Fashion showcase with a sneak peak at JCPenney exclusive designer brands, all at affordable prices, such as ALLEN B. by Allen B. Schwartz, nicole by Nicole Miller and their newly launched men's line JOE Joseph Abboud, among many others. Throughout the day, attendees also visited the JCPenney tent and participated in free consultations by fashion experts, photographs with the *Nuestra Belleza Latina* finalists, and the chance to win a JCPenney gift.

Photo: Greidys Gil, Univision's 2009 *Nuestra Belleza Latina* winner
Photographer: Alejandro Gomez

