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[Business](#)

Business News: National Penn donates \$20,000 to Y

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BOYERTOWN — National Penn has announced a \$20,000 donation to Freedom Valley YMCA. The donation was made under the Pennsylvania Educational Improvement Tax Credit Program, through which National Penn Bank and its divisions are contributing more than \$300,000 in 2009.

The educational contribution will go to the Freedom Valley YMCA's Financial Assistance Program and will be used to support pre-kindergarten (pre-K) scholarships available to local qualified families. The YMCA offers state approved curriculum, character development programs and food programs in well-equipped learning areas through four of its locations: Audubon YMCA Early Learning Center, Phoenixville YMCA Child Care Center, Pottstown YMCA Child Development Center and Spring Valley YMCA Early Learning Center. Children also participate in field trips, special in-house events, foreign language instruction, swimming and music lessons, and physical education through indoor and outdoor play time.

"National Penn's generous contribution will allow our YMCA to provide quality child care to families that would otherwise be unable to afford it," said Freedom Valley YMCA President and CEO Jay R. Schaeffer. "In this time of economic uncertainty, we believe it is vitally important to reach out and provide assistance to anyone who needs help, especially those who may have experienced a loss of income. National Penn's gift to our Financial Assistance Program will help the Freedom Valley YMCA continue this mission."

Formed Jan. 1, 2008, as a result of a merger between the Family YMCAs of Pottstown and Upper Perkiomen Valley and Phoenixville Area YMCA, the Freedom Valley YMCA is the third largest YMCA in Pennsylvania serving more than 40,000 members. The branches of the Freedom Valley YMCA provide opportunities to build family relationships, reduce stress, and improve health, in addition to vital services such as affordable, quality child care and summer day camps.

National Penn operates 27 community offices and three business centers in Montgomery and Chester counties.

Country Home Furniture announces jump in business

EAST EARL — Country Home Furniture, located in the Shady Maple complex, has announced that they experienced a 16 percent increase in business in July 2009 compared to July 2008.

Store management cites its continuing approach to promote U.S.-made solid-wood furniture, North American-made sofas and recliners, and "especially our Amish handcrafted furniture," said J. Gregory Shenenberger, of CVW Investments, the company's parent organization.

"Our new customer base put us over the top in July," he added.

Country Home Furniture has seen dramatic increases in business from Chester County, Philadelphia and Allentown of late, and its business from New Jersey and the local Lancaster and Reading markets is still at an all-time high.

"Our demographic is now 25 to 75, upper middle income and up, versus what was once 48 to 62 and only the very wealthy," Shenenberger said.

Country Home Furniture is open weekdays and Saturdays, and closed on Sundays.

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