



FOR IMMEDIATE RELEASE

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**SHARE THE WARMTH!
MACY'S ANNOUNCES THE FIFTH ANNUAL "BUY A COAT & WE'LL
DONATE ONE" COAT CAMPAIGN IN SUPPORT OF CLOTHES4SOULS**

*Buy a coat at Macy's stores or macys.com from October 24 to 29,
and Macy's will donate a new coat to someone in need*

NEW YORK, NY – October 19, 2017 – Macy's and Clothes4Souls proudly announce the fifth annual "Buy a Coat & We'll Donate One" campaign. From Tuesday, Oct. 24 through Sunday, Oct. 29, Macy's will donate one new coat, up to 35,000 coats, to Clothes4Souls, for every coat purchased in the men's, women's, juniors' and children's outerwear departments at Macy's stores and macys.com. Through this program, Macy's and its partners have donated 165,000 new coats, with a retail value of more than \$6.6 million, since 2013.

To help customers save while giving back, Macy's will offer 40 percent to 50 percent off a large selection of outerwear during the campaign.

"This year, Macy's will celebrate the fifth season of our 'Buy a Coat & We'll Donate One' campaign in partnership with Clothes4Souls," said Holly Thomas, Macy's group vice president of cause marketing. "With the help of our customers, we're aiming to deliver another 35,000 new coats to the men, women and children who need them most this upcoming winter season. The impact of this program has been remarkable, and we are proud to invite our customers to join us once again in giving to this important cause."

Clothes4Souls, a division of Soles4Souls, is a not-for-profit global social enterprise committed to fighting poverty through the collection and distribution of clothing. Clothes4Souls works with nonprofit partners including homeless shelters, after school programs, international relief and disaster relief organizations to provide clothes to those who need them most, domestically and globally.

"We are always so excited for this time of year," said Buddy Teaster, president and CEO of Clothes4Souls. "The opportunity to work with Macy's, its vendors, and dozens of agencies around the country to distribute 35,000 brand-new, high quality coats to men women and children, creates real value for those in need. Thank you, Macy's, for five years of partnership and helping 165,000 people here in the U.S."

Coats donated through the program average in retail price from \$40 to \$100 and distribution will take place in cities across America, beginning in November. To view this year's outerwear assortment and participate in "Buy a Coat & We'll Donate One," visit macys.com.

Macy's "Buy a Coat & We'll Donate One" campaign is made possible through support from Ben Sherman, Bernardo, Calvin Klein, Carters, CB Sports, Celebrity Pink, Coffeeshop, Guess, Hawke and Co, HK by Hawke, Jessica Simpson, Laundry, London Fog, OshKosh, Rampage, Sebby, Tommy Hilfiger, Via Spiga, Vince Camuto, Weather Tamer, and 32 Degrees.

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About Macy's

Macy's, the largest retail brand of Macy's, Inc. delivers fashion and affordable luxury to customers at approximately 670 locations in 45 states, the District of Columbia, Puerto Rico and Guam, as well as to customers in the U.S. and more than 100 international destinations through its leading online store at macys.com. Via its stores, e-commerce site, mobile and social platforms, Macy's offers distinctive assortments including the most desired family of exclusive and fashion brands for him, her and home. Macy's is known for such epic events as Macy's 4th of July Fireworks and the Macy's Thanksgiving Day Parade, as well as spectacular fashion shows, culinary events, flower shows and celebrity appearances. Macy's flagship stores – including Herald Square in New York City, Union Square in San Francisco, State Street in Chicago, and Dadeland in Miami and South Coast Plaza in southern California – are known internationally and are leading destinations for visitors. Building on a more than 150-year tradition, and with the collective support of customers and employees, Macy's helps strengthen communities by supporting local and national charities giving more than \$54 million each year, plus 180,000 hours of volunteer service, to help make a difference in the lives of our customers.

For Macy's media materials, including images and contacts, please visit our online pressroom at macys.com/pressroom.

About Clothes4Souls:

Clothes4Souls, a division of Soles4Souls, is a not-for-profit global social enterprise committed to fighting poverty through the collection and distribution of clothing. The organization advances its anti-poverty mission by collecting new and used clothing from individuals, schools, faith based institutions, civic organizations and corporate partners, then distributing those clothes both via direct donations to people in need and by provisioning qualified micro-enterprise programs designed to create jobs in poor and disadvantaged communities. Based in Nashville, Tennessee, Clothes4Souls is committed to the highest standards of operating and governance.

Please visit www.clothes4souls.org for more information.