

Macy's Kicks Off Shop For A Cause Charity Challenge

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New partnership with CrowdRise allows organizations to raise funds by rallying their networks, with multiple prizes given to top-performing groups

NEW YORK--(BUSINESS WIRE)--Jun. 15, 2017-- Macy's 12th annual Shop For A Cause program, a nationwide charity shopping event that benefits local and national organizations, kicks off this summer with a new [Charity Challenge](#) hosted by CrowdRise, the world's largest crowdfunding platform dedicated exclusively to charitable fundraising. To participate in this fundraising challenge, charities can sign up now through July 18 and will have the opportunity to win up to \$300,000 in cash prizes, along with funds raised through the Challenge itself.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20170615005962/en/>

How It Works

- 501(c)3 charities and accredited schools in the U.S., Guam and Puerto Rico can complete their application to participate through Tuesday, July 18.
- Beginning Tuesday, July 11, participating charities can use their individual fundraising page on CrowdRise to rally and raise money online; prizes will be awarded to the top five charities.*
- As a "thank you" for donating, each donor will receive an exclusive savings pass to shop at Macy's during the annual Shop For A Cause event, Thursday, Aug. 10 through Sunday, Aug. 13.

As in previous years, Macy's has designated the March of Dimes, the leading nonprofit organization in support of pregnancy and baby health, as the exclusive national beneficiary for Macy's Shop For A Cause event. From Aug. 10 through Aug. 13, customers who give \$5 to the March of Dimes at any Macy's store or online at macys.com will receive the Shop For A Cause savings pass.

"Since 2006, we've helped raise tens of millions of dollars for accredited schools and nonprofits nationwide through Macy's Shop For A Cause," said Lauren Anania, director of cause marketing at Macy's. "By adding this new online challenge through CrowdRise, we aim to make it even easier for charities to get involved and raise funds for their ongoing efforts."

*Charity Challenge prizes include \$100,000 for the charity that raises the most online, \$50,000 for second place, \$25,000 for third place, \$15,000 for fourth place and \$10,000 for fifth place. There also will be weekly Bonus Challenges for organizations to win an additional \$100,000 in total.

For more information and to sign up for Macy's Shop For A Cause Charity Challenge, visit <http://fundraising.crowdrise.com/macys-charity-challenge-application>.

About Macy's

Macy's, the largest retail brand of Macy's, Inc. (NYSE:M), 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 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 CrowdRise

CrowdRise is the world's largest crowdfunding platform dedicated exclusively to charitable fundraising. Used by millions of individuals, tens of thousands of charities, hundreds of companies and many of the most famous artists and athletes in the world, CrowdRise enables people to creatively leverage their resources and networks to unlock the power of the crowd to support positive social missions and create massive impact.

Founded by actor Edward Norton, film producer Shauna Robertson and Robert and Jeffrey Wolfe, CrowdRise has conceived, implemented and powered campaigns that have raised hundreds of millions of dollars to date. For more information visit www.CrowdRise.com. In January 2017, CrowdRise merged with GoFundMe to offer both people and organizations the best fundraising tools for any cause they care passionately about.

About March of Dimes

The March of Dimes is the leading nonprofit organization for pregnancy and baby health. For more than 75 years, moms and babies have benefited from March of Dimes research, education, vaccines, and breakthroughs. For the latest resources and health information, visit our websites marchofdimes.org and nacersano.org. If you have been affected by prematurity or birth defects, visit our shareyourstory.org community to find comfort and support. You can also find us on [Facebook](https://www.facebook.com/marchofdimes) or follow us on [Instagram](https://www.instagram.com/marchofdimes) and [Twitter](https://twitter.com/marchofdimes).

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Source: Macy's

Macy's Media Relations
Julie Strider, 646-429-5213
julie.strider@macys.com
or
Tracy Davis, 646-429-7470
tracy.davis@macys.com