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MACY'S HOSTS 12TH ANNUAL SHOP FOR A CAUSE EVENT TO BENEFIT THE MARCH OF DIMES®

*From Thursday, August 10 through Sunday, August 13, give \$5 to the March of Dimes
at any Macy's store or macys.com and save 20 to 25 percent
on a great selection of merchandise*

*"First Hug" video brings the mission of March of Dimes to life, and customers are invited to write
letters of support to families with babies in the Newborn Intensive Care Unit (NICU)*

New York, NY – August 7, 2017– Macy's invites customers to participate in its 12th annual Shop For A Cause charity event benefitting the March of Dimes, beginning on Thursday, Aug. 10 through Sunday, Aug. 13. Macy's Shop For A Cause is a four-day shopping event created to support the fundraising efforts of nonprofit organizations. Since 2006, the program has helped raise tens of millions of dollars for thousands of charities across the country. New this year, Macy's partnered with the March of Dimes to produce a short film titled, "First Hug," which can be viewed online at macys.com/SFAC.

For the seventh year, Macy's has designated the March of Dimes, the leading nonprofit organization in support of pregnancy and baby health, as its national in-store and online beneficiary of Shop For A Cause. Customers will be invited to give \$5 to the March of Dimes at any Macy's register or online at macys.com and receive a savings pass valid for 20 to 25 percent off select regular-priced and sale items all weekend long. Exclusions apply and offer differs online, visit macys.com/SFAC for details. Customers who give \$5 in-store may also enter for a chance to win a \$500 Macy's gift card, and customers can visit participating stores for details and the official rules.

As part of Macy's support for the March of Dimes mission to give every baby the healthiest start in life, Macy's is inviting shoppers to write a letter of hope and support to a family of a baby in a hospital Newborn Intensive Care Unit (NICU) at macys.com/SFAC. Shoppers can also write a letter by visiting select Macy's stores from Aug. 10 through Aug. 13. Following the Shop for A Cause campaign, Macy's and the March of Dimes will deliver these messages to families in communities nationwide.

"Macy's has supported the work of national and local charities through our Shop For A Cause program for more than a decade," said Lauren Anania, Macy's director of cause marketing. "Together with our associates and customers, we are deeply proud to again raise much-needed funds for the March of Dimes in support of families across the country, while offering shoppers four days to enjoy great savings."

Macy's has also partnered with the March of Dimes to produce a short film titled, "First Hug," which shares the morning routine of a mother whose baby is in the NICU, reminding viewers that not all first hugs are the same. With 380,000 babies born prematurely in the United States each year, this video illustrates just one aspect of what those families experience. The video will premiere online at macys.com/SFAC, where customers can also pen their letter to families.

"Macy's associates and customers are going the extra mile to show their compassion for families with babies born too sick or too soon by writing letters to encourage and inspire, and sharing our 'First Hug' short film to raise awareness of the March of Dimes mission," says Stacey D. Stewart, president of the March of Dimes. "For the past 20 years, Macy's associates and customers have raised \$25 million to support March of Dimes research and programs that help give every baby the chance to survive and thrive."

In addition to the March of Dimes, more than 1500 local charities have signed up to participate this year in Macy's Shop For A Cause Charity Challenge hosted by CrowdRise, the world's largest crowdfunding platform dedicated exclusively to charitable fundraising. By giving \$5 to their favorite participating local charity, customers will help their favorite cause compete for cash prizes, and as a thank you, they'll receive the Shop For A Cause savings pass to enjoy special discounts on a great selection of merchandise. For a list of participating organizations, visit crowdrise.com/shopforacause.

For more information about Macy's Shop For A Cause or to view "First Hug," visit macys.com/SFAC.

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 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 or follow us on Instagram and Twitter.