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MACY'S GOES RED FOR HEART HEALTH THIS FEBRUARY IN SUPPORT OF THE AMERICAN HEART ASSOCIATION'S GO RED FOR WOMEN™

Macy's has raised \$60 million since 2004, and over that time, 293 lives have been saved every day, according to the AHA

NEW YORK, NY – January 24, 2017 – Macy's will go red for women's heart health again this February in honor of American Heart Month. As the founding national sponsor of the American Heart Association's Go Red For Women movement, Macy's will offer limited-edition merchandise and promotions to benefit Go Red For Women. Since 2004, Macy's customers and associates have raised \$60 million to support the fight against heart disease in women, and over that time, 293 more lives have been saved every day from heart disease and stroke, according to the American Heart Association.

Go Red With Macy's

Cardiovascular diseases kill nearly one in three women each year, but 80 percent of cardiac and stroke events may be prevented with education and action. That is why Macy's encourages customers and associates to band together to prevent and fight cardiovascular diseases by participating in Go Red with Macy's from Wednesday, Feb. 1 to Monday, Feb. 6. Customers can wear red or purchase the official Red Dress pin for \$3 to receive 25 percent off on a great selection of items storewide, plus 15 percent off select home, fine and fashion jewelry, and sale and clearance watches. Exclusions and restrictions apply. One hundred percent of the pin sales will benefit Go Red For Women. Macy's associates will also be wearing red in-store to create further awareness for the pin sale and celebrate National Wear Red Day on Feb. 3.

Merchandise That Gives Back

During the month of February, Macy's offers customers additional ways to support this worthy cause through merchandise that gives back, including three limited-edition red dresses by Kensie (\$99.00), Thalia (\$89.50) and Calvin Klein (\$134.00). For all three styles, 10 percent of the purchase price from Feb. 1 through Feb. 28 will be donated to Go Red For Women. To go red and get fit in style, Macy's also offers exclusive Ideology active wear, which includes four graphic t-shirts where 10 percent of the purchase price will be donated to Go Red For Women. The dresses and active wear will be available in most stores and online at macys.com/GoRed.

"Macy's has been committed to supporting heart health for more than a decade," said Holly Thomas, group vice president of cause marketing at Macy's. "As the national founding sponsor of Go Red For Women, I'm incredibly proud to say that through our efforts and the generous support of our customers and associates — Macy's has raised \$60 million for Go Red, and has been an important part of the work that is credited with saving 293 women's lives each day over that time. We are not only raising awareness, but taking action, and Macy's remains dedicated to helping prevent cardiovascular disease by providing our customers easy ways to get involved and give back to the cause."

(more)

New this year, Macy's is telling the stories of five associates affected by heart disease. These brave women have shared their personal stories, becoming the "heart" of Macy's 2017 Go Red For Women campaign. The women will be featured in national marketing across the country and their stories will be highlighted on macys.com/GoRed.

"The American Heart Association is deeply thankful for Macy's significant and steadfast commitment to raising awareness of heart disease in women through the Go Red For Women movement, but there is more work to do," said Alvin Royse, J.D., CPA, American Heart Association chairman of the national board of directors.

"Cardiovascular diseases kill about one woman every 80 seconds, but there is some good news: about 80 percent of cardiovascular diseases may be preventable. Macy's work with AHA undoubtedly champions prevention, and is funding lifesaving education and research that will impact women's lives, and heart health, for the better."

Go Red For Women Luncheons

Go Red For Women Luncheons will take place in 186 cities across the country, raising much needed funds for the cause. Luncheon guests will receive a \$10 Macy's gift card, and guests of select luncheons will be eligible to win a \$250 Macy's gift card. At select luncheons, Estée Lauder will also have an activation for guests featuring a free lipstick when guests return to any Macy's store.

The American Heart Association's® Go Red For Women® Red Dress Collection,™ presented by Macy's

Macy's is the presenting sponsor of the American Heart Association's® Go Red For Women® Red Dress Collection™, kicking off New York Fashion Week since 2003, in support of women's heart health. The Red Dress Collection will be unveiled on Thursday, Feb. 9 at 8 p.m. at The Hammerstein Ballroom in New York City. This year's runway show will feature inspiring and powerful female celebrities who will walk the runway to showcase emerging and established designers. Three of the red dresses featured on the runway will be created by designers in Fashion Incubator Programs, which are housed at Macy's locations and develop the next generation of fashion trendsetters. The designers-in-residence featured are Amanda Casarez from DC Fashion Incubator, Bethany Meuleners from Fashion Incubator San Francisco and Masha Titievsky from Chicago Fashion Incubator.

For more information about Macy's programs to support Go Red For Women, visit macys.com/GoRed.

About Macy's

Macy's, the largest retail brand of Macy's, Inc. (NYSE:M), delivers fashion and affordable luxury to customers at 734 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 \$69 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 Go Red For Women

Go Red For Women is the American Heart Association's national movement to end heart disease and stroke in women. Cardiovascular diseases in the U.S. kill approximately one woman every 80 seconds. The good news is that 80 percent of cardiac events may be prevented with education and lifestyle changes. Go Red For Women advocates for more research and swifter action for women's heart health. The American Heart Association's Go Red For Women movement is nationally sponsored by Macy's, with additional support from our cause supporters. For more information, please visit GoRedForWomen.org or call 1-888-MY-HEART (1-888-694-3278).

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