

## Macy's Launches Sixth Annual "The Big Give Back: Buy a Coat and We'll Donate One"

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*Help share the warmth this season. Buy a coat at Macy's stores or on macys.com from Nov. 4 to Nov. 6, and Macy's, in partnership with Clothes4Souls, will donate a new coat to someone in need*

NEW YORK--(BUSINESS WIRE)--Oct. 23, 2018-- Macy's (NYSE:M), in partnership with nonprofit Clothes4Souls, invites you to help those in need this fall by participating in the retailer's sixth annual "The Big Give Back: Buy a Coat and We'll Donate One" campaign. From Sunday, Nov. 4 to Tuesday, Nov. 6, for every coat purchased in the men's, women's, junior's and children's outerwear departments in-store and on macys.com, Macy's will donate a brand new coat, up to 35,000, to Clothes4Souls to provide warmth, hope and dignity to those in need this winter. Since 2013, Macy's has donated \$8 million in coats, helping more than 200,000 people. This year, Macy's and Clothes4Souls will distribute coats in 25 communities near Macy's stores and corporate office locations. Additionally, employee volunteers from Macy's Partners in Time program will assist with sharing the warmth and distributing coats in their local areas all around the country.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20181023005246/en/>



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"The 'Buy a Coat and We'll Donate One' campaign is one of our favorite campaigns of the Macy's holiday season," said Sam Harrison, Macy's vice president of corporate communications, giving and

volunteerism. "By encouraging customers to shop for a cause, we reinforce our belief in the wonder of giving at a time when people need it most. Our partnership with Clothes4Souls has allowed us to provide warmth, hope and dignity to men, women and children for more than six years and we are excited to continue doing so with the support of our vendors, customers and local communities."

Clothes4Souls, a division of the nonprofit Soles4Souls, creates sustainable jobs and provides relief through the distribution of clothing around the world. Clothes4Souls works with nonprofit partners to distribute both via direct donations to people in need and by provisioning qualified micro-enterprise programs designed to create jobs in poor and disadvantaged communities.

"It really is the 'most wonderful time of year,'" said Buddy Teaster, CEO of Clothes4Souls. "Together with the help of Macy's, its vendors, and dozens of agencies around the country, we have helped more than 200,000 people who desperately need a winter coat to stay warm. We're thankful to Macy's for their continued partnership and helping people in need right here in the U.S."

Coats donated through the program average in retail price from \$40 to \$100 and are generously donated from a variety of participating brands including: 32 Degrees, Calvin Klein, Celebrity Pink, DKNY, GUESS, Hawke & Co. Outfitter, Kensie, Laundry by Shelli Segal, Lauren Ralph Lauren, London Fog, Michael Michael Kors, Nautica, S. Rothschild, Sebby and Weatherproof.

For more information on "The Big Give Back: Buy a Coat and We'll Donate One", visit [macys.com/macysgives](http://macys.com/macysgives).

### About Macy's

Macy's, the largest retail brand of Macy's, Inc., delivers fashion and affordable luxury to customers at approximately 650 locations in 44 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, 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 \$52 million each year, plus 153,000 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](https://www.macys.com/pressroom).

### **About Clothes4Souls**

Clothes4Souls, a division of the non-profit Soles4Souls, creates sustainable jobs and provides relief through the distribution of clothing around the world. The organization advances its anti-poverty mission by distributing clothing 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](http://www.clothes4souls.org) for more information.

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Source: Macy's

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