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MACY'S PARTNERS WITH THE Y TO HELP KIDS GO TO CAMP AND HAVE THE BEST SUMMER EVER

*Give \$3 donation in stores or on macys.com from May 19 to May 21
and receive 25 percent off Fashion Pass*

NEW YORK, NY – May 16, 2017 – As part of its Celebrate Summer campaign, Macy's is partnering with the Y for the first time to help send kids to summer camp. From Friday, May 19 to Sunday, May 21, customers can give \$3 at the register at any Macy's store or online at macys.com and receive a 25 percent off Fashion Pass to get discounts all day. All donations will support the Y's camp scholarship program, which ensures all kids, especially those in need, can have a camp experience. Camp offers kids a fun and unique opportunity to meet new friends, explore the outdoors, discover new interests and create memories that last a lifetime. Best of all, funds raised at Macy's stores will benefit the corresponding local Ys in those communities.

The Y is one of the nation's top nonprofits, and a leader in providing summer camp experiences for more than 130 years. There are more than 1,850 day camps at local Ys across the country, 315 overnight camps for youth and teens, and programs that meet the diverse needs of children and teens.

"The partnership with the Y was a natural fit for us when it came to this year's Celebrate Summer campaign," said Lauren Anania, director of cause marketing at Macy's. "The Y is one of the largest providers of camp programs in the country, helping kids and teens to have their best summer ever. We look forward to raising funds through our Fashion Pass program to send even more kids to summer camp, which provides our kids with essential leadership and social skills."

"Attending summer camp is beneficial to every child's personal growth, helping kids develop confidence and independence while keeping their minds and bodies active," said John Duntley, Senior Camping Specialist, YMCA of the USA. "Nearly a million children and teens attend a Y overnight or day camp each year and, thanks to Macy's, more kids, especially those in need, will have the opportunity to benefit from experiencing camp."

Savings passes are currently available for pre-sale at Macy's stores. Some exclusions and restrictions apply for the pass. For more information about Macy's partnership with the Y, visit macys.com/fashionpass.

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 \$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 the Y

The Y is one of the nation's leading nonprofits strengthening communities through youth development, healthy living and social responsibility. Across the U.S., 2,700 Ys engage 22 million men, women and children – regardless of age, income or background – to nurture the potential of children and teens, improve the nation's health and well-being, and provide opportunities to give back and support neighbors. Anchored in more than 10,000 communities, the Y has the long-standing relationships and physical presence not just to promise, but to deliver, lasting personal and social change. ymca.net

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