



**FOR IMMEDIATE RELEASE**

CONTACTS: Julie Strider, Macy's Media Relations  
646-429-5213; [julie.strider@macys.com](mailto:julie.strider@macys.com)

Tracy Davis, Macy's Media Relations  
646-429-7470; [tracy.davis@macys.com](mailto:tracy.davis@macys.com)

**MACY'S GOT YOUR 6 CHARITY EVENT DRIVES FUNDS  
FOR MILITARY VETERANS**

*From Wednesday, June 28 to Tuesday, July 4, Macy's will host fundraising event  
in stores and on macys.com*

**NEW YORK, NY – June 27, 2017** – Macy's invites customers to celebrate July 4<sup>th</sup> and five years of giving back to America's veterans with a fundraising event that benefits the veteran organization Got Your 6. From Wednesday, June 28 to Tuesday, July 4, customers can give \$3 at the register at any store or on macys.com, and as a thank you receive a 25 percent off savings pass for select regular-priced and sale items or 15 percent off select regular-priced and sale jewelry, home and sale/clearance watches\*. In addition, 100 percent of the \$3 will be donated to Got Your 6 and its veteran-focused nonprofit partners.

Since Macy's first partnered with Got Your 6 in 2013, the retailer has raised more than \$8.3 million for the organization in support of the men and women who have served our country.

"Through the support of Macy's customers and associates since 2013, we have helped raise funding for Got Your 6 that has made a tremendous impact in the veteran community," said Lauren Anania, director of cause marketing at Macy's. "From helping provide resources to homeless veterans to supporting them as they enter back into the workforce, we are deeply proud to continue this partnership and help even more military veterans and their families."

Below are a few examples of the work Macy's funding has helped accomplish through Got Your 6's nonprofit partners:

- Housed 41,169 chronically homeless veterans (Community Solutions)
- Provided 23,374 hours of mental health support services (Give An Hour)
- Trained 123,000 graduate students in mental health disciplines (Give An Hour)
- Secured 585,000 commitments to hire veterans and military spouses (Hiring Our Heroes)
- Helped 1,400 children – and an equal number of mentors – through programs that focus on grief and healing (Tragedy Assistance Program for Survivors, TAPS)

In the military, "Got your six" means "I've got your back." As a coalition, Got Your 6 knows that most veterans leave the military seeking new challenges, and the campaign ensures that there are opportunities for them to continue their service and strengthen their communities.

"Over the past five years, Macy's customers and associates have had the backs of America's veterans," said Iraq War veteran and Got Your 6 Executive Director Bill Rausch. "Thanks to Macy's support, Got Your 6 and our nonprofit partners are being provided the resources to fulfill our mission of empowering

(more)

veterans and delivering real change in communities across America. We're excited to support this charity event while highlighting the tremendous contributions of our nation's veterans."

For more information about the Got Your 6 campaign and #IAM stories that highlight the unique veteran talents and contributions of Macy's employees, visit [macys.com/gotyour6](http://macys.com/gotyour6).

\*Additional exclusions and restrictions apply for the pass.

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### **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](http://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](http://macys.com/pressroom).

### **About Got Your 6**

Got Your 6 unites nonprofit, Hollywood, and government partners to empower veterans. We believe that veterans are leaders, team builders, and problem solvers who have the unique potential to strengthen communities across the country. As a coalition, Got Your 6 works to integrate these perspectives into popular culture, engage veterans and civilians together to foster understanding, and empower veterans to lead in their communities. For more information, visit [gotyour6.org](http://gotyour6.org).