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MACY'S THINKS PINK TO SUPPORT THE BATTLE AGAINST BREAST CANCER

In honor of Breast Cancer Awareness Month, join in the fight for a cure with powerful pink pieces benefitting the cause

NEW YORK, NY – September 29, 2017 — This October, Macy's continues to support Breast Cancer Awareness Month, inviting customers to give back through an inspiring campaign that shines light on awareness while using fashion to fundraise for a disease that affects women, men and families everywhere. From Macy's online Pink Shop featuring fashion, home and pet merchandise from an array of great brands, including a limited-edition necklace created by Macy's employees, to the Polo Ralph Lauren Foundation's Pink Pony bracelets, a portion of each purchase price will benefit charities that are working to eliminate the disease.

"Breast cancer awareness has long been an important cause for Macy's, which we continue to support alongside our generous customers, employees and partners working collaboratively to make a difference," said Holly Thomas, Macy's group vice president of cause marketing. "We are inspired by their generosity and are deeply grateful for the funds and awareness raised toward the fight against breast cancer."

Pink Shop at macys.com

Beginning Sept. 25, Macy's online "Pink Shop" at macys.com/pink offers a curated selection of fashion for men, women, children and pets, in addition to items for the home. The shop will also include special pink merchandise created for Macy's from Charter Club, Ideology and Thalia Sodi, in support of the Breast Cancer Research Foundation (BCRF).

Bold graphics and inspirational messages of strength will be featured on ID Ideology's BCRF Family Strong Collection. The limited-edition items raise awareness for the cause through motivational phrases for men, women, girls and pets, as well as signature items such as leggings and hoodies. In tribute to Breast Cancer Awareness month, Ideology also made a \$100,000 donation to BCRF, regardless of sales.

Cozy sleepwear and robes featuring the iconic pink ribbon will be available for a limited time from Charter Club at Macy's. Ten percent of the purchase price from each soft and inviting piece will benefit BCRF through Dec. 31, 2017.

Courageous messages of hope emblazon two new tees from Thalia Sodi's Breast Cancer Research Foundation Tee Collection. Macy's will donate 10 percent of the retail price from these motivational pieces to BCRF through Oct. 31, 2017.

BCRF Necklace

The Macy's family also includes many associates who have been touched by this disease, and to honor those brave battles, Macy's will be releasing a limited-edition heart pink ribbon necklace created and inspired by the uplifting story of three employees who have been personally impacted by breast cancer. A portion of sales from this delicate sterling silver and pink sapphire pendant will support BCRF.

"I had the piece created for myself to always remember and appreciate those friends and family members who are so generous when you are going through treatment," said Tracie Manick, vice president store manager at Macy's Manhattan Village in Manhattan Beach, California. "The design was inspired by two friends who were there for me through the entire ordeal of surgery and treatment. Brandi Galimi, a Macy's district merchant, was diagnosed with breast cancer eight months before I was. She and her sister, Jill Pan, also a vice president store manager at Macy's, had tattoos in the shape of the heart with the ribbon to remember. In honor of their kindness, their tattoos became my inspiration for the pendant."

This moving piece featuring sterling silver and pink sapphires will be available in select stores and on macys.com for \$99. In honor of all supporters, Macy's will donate \$10 from the sale of each necklace to BCRF through Dec. 1, 2017.

Pink Pony

For the fifth year in a row, Macy's is proud to continue to unite with the Pink Pony Campaign, Ralph Lauren Corporation's worldwide initiative in the fight against cancer. In celebration, the partners are releasing a Macy's Pink Pony bracelet, featuring an adjustable pink cord and iconic enamel polo player charm. This charitable bracelet is available at Macy's stores now through Oct. 2 for \$5 (\$4 of which benefits the Pink Pony Fund of The Polo Ralph Lauren Foundation) and customers who purchase it will receive up to 25 percent off a wide assortment of merchandise at most full-line Macy's stores nationwide (with applied exclusions).

Thanks to the generosity of our customers and associates, Macy's has raised \$7.5 million since 2013 in support of the Pink Pony Campaign in its mission to ensure treatment is available at an earlier, more curable stage.

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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. 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.