



FOR IMMEDIATE RELEASE

CONTACTS: Julie Strider Fukami, Macy's Media Relations
646-429-5213; julie.striderfukami@macys.com

MACY'S CELEBRATES NATIONAL BELIEVE DAY WITH A DOUBLE DONATION TO MAKE-A-WISH® AND WISHES ACROSS AMERICA

NEW YORK, NY – December 6, 2017 – As part of its 10th annual Believe campaign, Macy's has declared this Friday, Dec. 8, National Believe Day – a day focused on spreading the beloved holiday program's message of generosity and hope. Throughout the Believe campaign, Macy's collects customers' letters to Santa in-store and online at macys.com/believe. For each letter submitted from Nov. 3 through Dec. 24, Macy's has pledged to donate \$1, up to \$1 million, to Make-A-Wish® to help grant the wishes of children with critical illnesses. In celebration of the ninth annual National Believe Day, Macy's will again double its donation to Make-A-Wish, providing an additional \$1 per letter, up to an extra \$1 million, above the existing \$1 million campaign goal. Additionally, this week Macy's will help grant special wishes for children in cities from coast-to-coast as part of Wishes Across America.

"Each National Believe Day, we are awed by the outpouring of support from our customers who submit their Santa letters to help Macy's double its donation to Make-A-Wish," said Holly Thomas, group vice president of Cause Marketing for Macy's. "We are also especially thankful to our employees, partners at Make-A-Wish and community members nationwide who spend countless hours planning and granting special Wishes Across America. The spirit of the Believe campaign truly comes alive as we all work together to create these joyful and magical moments."

Macy's has donated more than \$15 million to Make-A-Wish and helped to grant thousands of wishes through Believe since the campaign was introduced in 2008. This year's Wishes Across America will benefit children including Brynn, 17, who wishes to be a model, and Jazlean, 13, who wishes to go to New York. The impact of wishes is undeniable and widespread – not only do they increase hope and happiness for kids, but their families, volunteers, supporters, medical professionals, and entire communities are transformed by the experience.

National Believe Day is the pinnacle moment of the Believe campaign, which was inspired by the true story of Virginia O'Hanlon – an 8-year-old child who wrote a letter to the New York Sun newspaper in 1897 asking if there really was a Santa Claus. The response from the paper's editor, Francis P. Church, became an iconic piece of journalistic history and the most reprinted editorial of all time. "Yes, Virginia, there is a Santa Claus," Church wrote. "He exists as certainly as love and generosity and devotion exist."

To learn more about Macy's Believe campaign, visit macys.com/believe. For additional media materials, including images and b-roll, visit pimsmultimedia.com/macys-holiday2017/believe.

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.

About Make-A-Wish

Make-A-Wish grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. According to a 2011 U.S. study of wish impact, most health professionals surveyed believe a wish-come-true has positive impacts on the health of children. Kids say wishes give them renewed strength to fight their illness, and their parents say these experiences help strengthen the entire family. Headquartered in Phoenix, Make-A-Wish is one of the world's leading children's charities, serving children in every community in the United States and its territories. With the help of generous donors and more than 33,000 volunteers, Make-A-Wish grants a wish somewhere in the country every 34 minutes. It has granted more than 300,000 wishes since its inception in 1980; more than 15,300 in 2016 alone. Visit Make-A-Wish at www.wish.org to learn more.

###