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## **MACY'S HONORS BREAST CANCER AWARENESS THROUGHOUT OCTOBER**

*Support the quest for a cure at Macy's by donating change to benefit the Breast Cancer Research Foundation and shopping motivational product that gives back at [macys.com/pinkshop](http://macys.com/pinkshop)*

**NEW YORK, NY – Sept. 25, 2018** – Macy's is proud to continue its support in the fight to eradicate breast cancer this October. Throughout Breast Cancer Awareness Month, Macy's will give stylish shoppers the opportunity to help raise awareness and funds in a variety of ways. The Pink Shop has returned, an online assortment of pink merchandise at [macys.com/pinkshop](http://macys.com/pinkshop) that benefits organizations dedicated to battling breast cancer. Macy's partnership with Ralph Lauren's Pink Pony Fund continues with an exclusive \$5 bracelet that gives back and unlocks savings Oct. 1-8, and through Macy's charitable round-up program, Make Good Cents, customers will be able to donate their change to the Breast Cancer Research Foundation (BCRF) Oct. 9-31.

"Macy's is deeply committed to supporting cancer awareness, with a focus on breast cancer, and we are proud to have donated more than \$27 million to the search for a cure since 2000," said Sam Harrison, vice president of giving and volunteerism at Macy's. "This is a disease that touches many inside and outside of our Macy's family, and we are dedicated to partnering with organizations like BCRF and Ralph Lauren's Pink Pony Fund on their important work."

### **Pink Shop**

Macy's online Pink Shop is an annually curated assortment of product that supports organizations whose important work seeks a cure for a disease that impacts our families, friends and colleagues across the globe. Beginning today, customers can visit [macys.com/pinkshop](http://macys.com/pinkshop), where they will find an array of pink-themed finds for the entire family, from apparel to accessories, watches, luggage, jewelry, cosmetics, fragrance, and more.

The online Pink Shop will include an expertly curated selection from top brands like Ideology, Thalia Sodi, Movado, Wacoal, Samsonite, Alex Woo, Peter Thomas Roth Fine Jewelry, Coach, Estée Lauder, Unwritten, Origins, Bobbi Brown, Clinique, and KitchenAid.

Ideology's special collection created for Macy's is filled with inspiring messages of hope and strength. Words like "I am strong" and "She's a fighter" are emblazoned on soft t-shirts and sweatshirts. Now through Oct. 31, 2018, Macy's will donate 20 percent of the purchase price from these items to BCRF.

Thalia Sodi collection also features two special tees, created for Macy's. These three-quarter-length tops feature a touch of glam with metallic foil and crystal detailing on graphic ribbons and positive messages. Ten percent of the purchase price will be donated to BCRF now through Oct. 31, 2018.

### **Pink Pony**

For the sixth year, Macy's is proud to partner with the Pink Pony Fund, Ralph Lauren Corporation's worldwide initiative in the fight against cancer. Since 2013, thanks to the generosity of our customers and colleagues, Macy's has raised more than \$9 million for the Pink Pony Fund, helping to fund its mission of supporting programs for cancer screening, treatment, research and patient navigation. As part of this year's partnership, Ralph Lauren created a limited-edition \$5 Pink Pony bracelet for Macy's that will be available for purchase in stores Oct. 1-8. Four dollars from the purchase of each bracelet will benefit the Pink Pony Fund of the Polo Ralph Lauren Foundation, as well as unlock up to 25 percent off a wide selection of merchandise at Macy's stores.

The online Pink Shop will also offer other great product from Ralph Lauren. The Love Pink graphic tees will benefit the Pink Pony Fund, with 100 percent of the purchase price of each sale donated to the cause. The capsule will also include chic Ralph Lauren cashmere, denim, athleisure and accessories for men, women and children, each with 25 percent of the purchase price benefitting the Pink Pony Fund, and select Ralph Lauren Romance, Midnight Romance and Tender Romance fragrances, each with 15 percent of the purchase price benefitting the Pink Pony Fund.

### **Make Good Cents for Breast Cancer Research Foundation**

Through Macy's Make Good Cents program, Oct. 9-31, shoppers can round up in-store purchases to the nearest dollar and Macy's will donate the change, up to \$0.99, to benefit the Breast Cancer Research Foundation, the largest private funder of breast cancer research in the world.

Since 2003, Macy's has funded more than \$10 million of critical breast cancer research through BCRF, supporting 41 research projects, translating to 205,950 lab hours.

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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 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](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, 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](http://macys.com/pressroom).