



FOR IMMEDIATE RELEASE

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MACY'S HONORS HISPANIC HERITAGE WITH A MONTH-LONG CELEBRATION OF LATIN CULTURE

A series of nine events across the country will bring to life the rich contribution of Hispanic Americans in celebration of National Hispanic Heritage Month

NEW YORK, NY – Sept. 13, 2018 – In celebration of Hispanic Heritage Month, Macy's is hosting special events nationwide featuring influential individuals who have made contributions globally in connection with celebrating their Hispanic heritage in entertainment and fashion. The spirited in-store events, featuring a variety of celebrities of Hispanic descent, will explore different methods of storytelling featuring music, television and digital content. In addition, guests will learn about traditions like quinceañeras, and how sports play a key role in the celebration of Hispanic heritage.

"Macy's is honored to celebrate Hispanic Heritage Month with our customers and colleagues across the country," said Jose Gamio, vice president of Diversity and Inclusion, Macy's, Inc. "At Macy's, diversity and inclusion are a core tenet of every aspect of our business, as different perspectives help drive creativity and innovation."

Joining Macy's to celebrate Hispanic Heritage Month are celebrities including Latin Grammy-nominated Farruko, who will do an exclusive three song performance; the cast and writers from Starz's new and groundbreaking hit television show, "Vida;" Gadiel Del Orbe and Maya Murillo from BuzzFeed's, Pero Like; ESPN radio and television personality, Gonzalo "Papi" Le Batard; beauty blogger and fashion expert, Elizabeth Torres; and, fashion expert, Nick Verreos.

Macy's Hispanic Heritage Month events will take place at stores across the country including California, Florida, Illinois, New York and Texas. Customers will have the

opportunity to be part of meaningful narratives, special performances, fashion shows and candid conversations with celebrities in saluting how they tell their cultural heritage story. Each unique in-store event will feature a different talent appearance or experience at the following locations, dates and times:

Macy's at Montebello – Montebello, CA – Saturday, Sept. 22 at 2 p.m.

Macy's Santa Ana – Santa Ana, CA – Saturday, Sept. 29 at 2 p.m.

Macy's Dadeland – Miami, FL – Saturday, Sept. 29 at 2 p.m.

Macy's Valley Fair – San Jose, CA – Saturday, Sept. 29 at 2 p.m.

Macy's La Plaza – McAllen, TX – Saturday, Oct. 6 at 2 p.m.

Macy's Miami International – Miami, FL – Sunday, Oct. 7 at 2 p.m.

Macy's Herald Square – New York, NY – Monday, Oct. 8 at 6 p.m.

Macy's at Northridge – Los Angeles, CA – Saturday, Oct. 13 at 2 p.m.

Macy's Gurnee Mills – Gurnee Mills, IL – Saturday, Oct. 13 at 2 p.m.

For details, as well as personal stories shared by Macy's colleagues originating from Mexico, Central America and South America, talking about their Hispanic heritage and traditions, visit Macy's Hispanic Heritage Month site at macys.com/celebrate. Macy's is proud to be a part of this annual celebration that takes place coast to coast, to honor and recognize the achievement and contributions Hispanic culture has made to the world.

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. 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.

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