Calling All Charities! Macy’s Hosts Eighth Annual “Shop For A Cause”

Macy’s helps local charities raise funds and awareness for important causes

NEW YORK—(BUSINESS WIRE)—Macy’s is calling all charities, inviting them to participate in Macy’s eighth annual national “Shop For A Cause” charity shopping event. Macy’s 2013 Shop For A Cause will take place on Aug. 24, but charity sign-up begins now. Macy’s Shop For A Cause is a unique one-day-only shopping event created to support local charities’ fundraising efforts that, since 2006, has helped raise more than $46 million for thousands of charities across the country. In 2012, more than 7,000 charities signed up to participate.

To qualify to participate in Shop For A Cause, charitable organizations must have a 501(c)3 or other recognized tax-exempt status. To apply, qualified charitable organizations should log onto macys.com/shopforacause and apply online. Macy’s will provide participating organizations with shopping passes to sell for $5 each and the organization will keep 100 percent of the proceeds for every shopping pass that it sells. The more shopping passes a group sells, the more money it will raise!

By purchasing a shopping pass from a participating charity, customers can support their favorite causes while enjoying a day of spectacular discounts, entertainment and special events at Macy’s. Pass holders will receive special discounts on most regular, sale and clearance purchases all day, but some exclusions apply.

Participating charities may begin selling Shop For A Cause passes now. Shopping passes will also be sold at Macy’s stores from Aug. 14 through Aug. 24. Online customers who would like to participate can purchase a pass on macys.com on Aug. 24 and enjoy the savings discount on their purchase that day. One hundred percent of the proceeds from passes purchased from Macy’s and on macys.com will benefit the March of Dimes®.

Customers who want to purchase a ticket to benefit specific nonprofit organizations can search for participating charities online at macys.com/shopforacause and identify which of their favored causes are participating.

“Over the past eight years, Macy’s annual Shop For A Cause event has raised more than $46 million for local and national charities, providing our associates and customers an opportunity to give back to those organizations that touch their hearts each and every day,” said Martine Reardon, Macy’s chief marketing officer. “Giving back is a key component of Macy’s culture. We are honored to offer our customers an easy and convenient way to make a positive difference in their communities and in the lives of others, while enjoying great savings at Macy’s.”

About Macy’s

Macy's, the largest retail brand of Macy's, Inc. (NYSE:M), delivers fashion and affordable luxury to customers at approximately 800 locations in 45 states, the District of Columbia, Puerto Rico and Guam, as well as to customers in the United States 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 leading destinations for visitors. Building on a more than 150-year tradition, and with the collective support of customers, employees and Macy's Foundation, Macy's helps strengthen communities by supporting local and national charities giving more than $70 million each year to help make a difference in the lives of our customers.

For Macy’s media materials, images and contacts, please visit our online pressroom at macys.com/pressroom.


Macy’s, Inc.
Julie Strider, 646-429-5213
julie.strider@macys.com