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Macy's Flower Show® Presents Once Upon a Springtime

Macy's Downtown Flagships in New York City, Chicago and San Francisco Showcase a Fairytale-themed Floral Spectacular from March 25 through April 8

NEW YORK--(BUSINESS WIRE)-- Enter a world of magic, imagination and wonder as the Macy's Flower Show® opens the first chapter of spring with *Once Upon a Springtime*. Macy's annual floral spectacular will bloom in unison at three flagship locations including Herald Square in New York City, State Street in Chicago, and Union Square in San Francisco. Beginning Sunday, March 25 and sprouting through Sunday, April 8, *Once Upon a Springtime* will transform the iconic stores into enchanted gardens where the beauty and renewal of the spring season meets the whimsy of a fairytale journey.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20180320005242/en/>



“This spring, Macy’s Flower Show will transport visitors to the magical world of fairytales, complete with princesses and dragons re-imagined through lush foliage and meticulously designed floral gardens,” said Susan Tercero, group vice president, Special Productions, Macy’s Parade & Entertainment Group. “Our annual celebration will give more than a million spectators a breathtaking introduction into this world of fantasy, sparking the imagination as they enjoy the first blush of the spring season.”

This year’s themed celebration will bring to floral life an original twist on classic fairytales, creating a world of personified flora and fauna, princesses, evil queens, fairy godmothers, and noble knights that lead spectators on a wondrous journey. As visitors enter each show, they will have the ability to choose their own adventure, based

Macy’s Flower Show presents Once Upon a Springtime, a

floral spectacle blooming from March 25 through April 8 in New York City, Chicago and San Francisco (Photo: Business Wire)

on how they begin their trip through the floral fantasy land. From a towering castle where the Princess resides to a meadow of brightly

colored flowers, an enchanted forest, and lush lagoon; spectators will play a part in Spring's triumph over eternal Winter.

"This year we have taken the Flower Show to another level through storytelling," said Rick Pomer, vice president creative director, Macy's Branded Entertainment. "Our floral fairytale gives us a narrative to weave throughout the entire show and allows our guests to immerse themselves in the show like never before."

In addition to the magnificent landscaped gardens, Flower Show spectators will have the opportunity to enjoy a host of special in-store events including floral, food, and fashion demonstrations, celebrity appearances, and more during the two weeks the show is in full bloom.

For more than 70 years, Macy's Flower Show has delighted generations of floral aficionados with over-the-top presentations of lavish gardens that showcase millions of live flowers, plants, and trees from around the globe. Native to many different landscapes, Macy's Flower Show features floral material blooming in unison, despite their unique climatic DNA. Taking root in unexpected settings, such as store countertops, windows, and specially-designed architecture, including grand bridges, columns, and topiaries, Macy's Flower Show is staged in distinct fashion at each of the three locations nationwide.

Macy's springtime tradition is supported in part thanks to signature partners including Girl Scouts of the United States of America, Homewood Suites® by Hilton®, and Sinclair Oil Corporation.

Free to the public, Macy's Flower Show will be open during regular store hours.

For additional information about these events visit [macys.com/flowershow](https://www.macys.com/flowershow) or contact the Macy's Flower Show Hotline at (212) 494-4495.

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