

December 3, 2019

macy's inc

Macy's Celebrates National Believe Day With Goal to Raise An Extra \$1 Million for Make-A-Wish® Through Annual Letter Writing Campaign

On Friday, December 6, Macy's stores will host letter writing events across the country and double its donation to Make-A-Wish for each letter collected that day

Believers of all ages can send letters to Santa in store or online at macys.com/believe and deliver wishes to children with critical illnesses

NEW YORK--(BUSINESS WIRE)-- Macy's will celebrate National Believe Day on Friday, Dec. 6 by doubling donations to Make-A-Wish® for every letter to Santa collected in stores or online at macys.com/believe that day and hosting letter writing events in stores across the country.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20191203005735/en/>



As part of Macy's Believe campaign, Macy's and Make-A-Wish® celebrate Wish Wednesday each week by granting the wishes of kids battling critical illnesses. Macy's SouthPark and Make-A-Wish® celebrated a Wish Wednesday by granting Glenda's wish to have a room makeover! (Photo: Business Wire)

Macy's 12th annual Believe letter writing campaign seeks to capture the joy and generosity of the holiday season by asking the community to come together to help grant wishes for children with critical illnesses. From Nov. 4 through Dec. 24, 2019, Macy's has pledged to donate \$1, up to \$1 million, to Make-A-Wish for each letter collected in-store or submitted online at macys.com/believe. On National Believe Day, Macy's will

double its donation to Make-A-Wish, pledging \$2 for each letter collected, up to an extra \$1 million, above the existing \$1 million campaign goal, to help children's life-changing wishes across America come true.

"Each year, we're in awe of the outpouring of support for the Macy's Believe campaign on National Believe Day," said Sam Di Scipio, Macy's senior director of corporate communications, giving and volunteerism. "It's a remarkable day as communities across the country and customers of all ages work together to help Macy's raise another \$1 million for Make-A-Wish in one single day. Just imagine how many wishes that grants and how many smiles it will bring to children battling critical illnesses."

To help Macy's reach its extra \$1 million goal on National Believe Day, dozens of Macy's stores are partnering with their local communities to host letter writing events. From local school groups and organizations to celebrity influencers and sports personalities, communities nationwide will come together to write their letters to Santa in honor of National Believe Day and help more life-changing wish experiences come true.

This year, Macy's Santa will again take over @macys Twitter account in celebration of National Believe Day! Fans of Saint Nick can tweet with him from 11 a.m. ET to 6 p.m. ET on Friday, Dec. 6. Does Santa prefer cookies or carrots? Find out from the man himself on National Believe Day. Follow #MacysBelieve to share in the excitement of Macy's Believe campaign, including wish granting, letter writing, double donations, and more.

Since 2003, Macy's has donated more than \$122 million to Make-A-Wish, including more than \$19 million through its annual Believe campaign, helping grant more than 14,500 wishes and impact nearly 3 million people, including wish kids and their families, volunteers, community groups, and medical professionals, among others.

In addition to mailing a letter to Santa, more information on the campaign, including writing guides, local wish stories, and more, can be found at macys.com/believe.

National Believe Day Letter Writing Events

In celebration of National Believe Day, select Macy's stores will host letter writing events including the locations listed below:

- Macy's Biltmore, Phoenix, AZ
- Macy's Downtown Sacramento, CA
- Macy's Millenia, Orlando, FL
- Macy's Fayette, Lexington, KY
- Macy's Mall of America, Minneapolis, MN
- Macy's West Acres, Fargo, ND
- Macy's Brunswick Square, Brunswick, NJ
- Macy's Summerlin, Las Vegas, NV
- Macy's Herald Square, New York, NY
- Macy's Palisades Center, West Nyack, NY
- Macy's Eastview, Victor, NY
- Macy's SouthPark, Cleveland, OH
- Macy's Kenwood Towne Centre, Cincinnati, OH
- Macy's Penn Square, Oklahoma City, OK

- Macy's Plaza Las Americas, San Juan, PR
- Macy's Green Hills, Nashville, TN
- Macy's Avenue Carriage Crossing, Memphis, TN
- Macy's Houston Galleria, Houston, TX
- Macy's Patrick Henry, Newport News, VA
- Macy's Bellevue, Seattle, WA

About Macy's

Macy's is America's store for life. The largest retail brand of Macy's, Inc. (NYSE:M) delivers quality fashion at affordable prices to customers at approximately 640 locations in 43 states, the District of Columbia, Puerto Rico, and Guam, as well as to customers in more than 100 international destinations through leading e-commerce site macys.com. Macy's inspires fashion exploration and discovery through the most desired family of exclusive brands for her, for him, for the home, and via our dynamic mobile and social platforms. We know the power of celebration, demonstrated through decades of memorable experiences created during Macy's 4th of July Fireworks® and Macy's Thanksgiving Day Parade®, as well as spectacular fashion shows, culinary events, flower shows, and celebrity appearances. Macy's flagship stores – including New York City's Herald Square – are internationally renowned and preeminent destinations for tourists. With the collective support of our customers and employees, Macy's builds community and helps make a difference in every market we serve, supporting local and national charities by giving nearly \$50 million each year, plus 146,000 hours of volunteer service. For more than 160 years, Macy's has, and continues to, make life shine brighter for our customers, colleagues, and communities.

About Make-A-Wish®

Make-A-Wish® creates life-changing wishes for children with critical illnesses. We seek to bring every eligible child's wish to life because a wish is an integral part of a child's treatment journey. Research shows children who have wishes granted can build the physical and emotional strength they need to fight their illness. Headquartered in Phoenix, Arizona, Make-A-Wish is the world's leading children's wish-granting organization, serving children in every community in the United States and in more than 50 countries worldwide. Together, generous donors, supporters, staff and nearly 40,000 volunteers across the U.S., grant a wish every 34 minutes, on average, somewhere in the country. Since 1980, Make-A-Wish has granted more than 315,000 wishes to children in the U.S. and its territories; more than 15,600 in 2018 alone. For more information about Make-A-Wish America, visit www.wish.org.

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