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Macy's Celebrates Pride + Joy With the LGBTQ+ Community for WorldPride 2019 and Stonewall 50

Macy's honors National Pride Month with its 10th annual national Pride + Joy campaign that includes special activations in celebration of WorldPride 2019 and Stonewall 50, support for The Trevor Project, participation in Pride parades nationwide, special in-store events, exclusive merchandise, and more

NEW YORK--(BUSINESS WIRE)-- Macy's (NYSE:M) long-standing commitment to diversity, equality, and inclusion is punctuated this June by its nationwide celebration of National Pride Month. In support of its colleagues, customers and communities, Macy's 10th annual national Pride + Joy campaign will celebrate WorldPride 2019 and the 50th anniversary of the Stonewall uprising. Macy's Pride + Joy campaign features special partnerships with The Trevor Project and NYC Pride, participation in Pride parades across the country, in-store special events, and exclusive Pride-themed merchandise available at more than 150 Macy's stores and on macys.com.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20190521005849/en/>



Macy's celebrates WorldPride and Stonewall 50 with its 10th annual national Pride + Joy campaign featuring special Pride-themed products and a partnership with The Trevor Project. INC and Epic Threads Pride apparel (Photo: Business Wire)

representation in national advertising and a diverse set of suppliers including women, minority and LGBTQ-owned businesses to active and engaged LGBTQ employee resource groups, and an inclusive customer bill of rights that welcomes and protects all consumers, Macy's reflects the communities it serves.

WorldPride | Stonewall 50

As a platinum sponsor of NYC Pride, the official host of WorldPride 2019 | Stonewall 50, Macy's will participate in a number of activities throughout June to celebrate "Millions of Moments of Pride."

To showcase, reflect and honor the beauty, struggle and strides made by the LGBTQ community, Macy's Herald Square will host four unique murals created by renowned local and international artists as part of the WorldPride Mural Project. The murals, to be unveiled on June 6, will be on display inside Macy's famed Broadway windows at the flagship store at Herald Square through June 30.

Sharing insights with the community, Macy's diversity leadership will be highlighted via a special presentation during

"At Macy's, diversity is a foundational value and part of how we think, act and operate. It is reflected in our long-standing commitment to fostering an inclusive culture and environment that inspires, reflects and embraces our colleagues, customers and the communities we serve," said Shawn Outler, Macy's chief diversity officer. "Through our annual Pride + Joy campaign, Macy's celebrates National Pride Month as a testament to the power of community to make all of our lives shine brighter."

Macy's is committed to diversity and inclusion in all areas of business as evidenced by the company's consistent achievement of a 100 percent score on the Human Rights Commission's Corporate Equality Index, the national benchmarking tool on corporate policies and practices. It is also a core value that guides how the company and its leadership operate. From LGBTQ

the WorldPride Human Rights Conference taking place at New York Law School on June 24. There, Macy's will share its best practices on how brands can embed diversity and inclusion into the way they think, act and operate to consistently and genuinely reflect all consumers.

Macy's, Inc. will also join the NYC Pride Parade with 800 marchers and two floats, the Macy's Pride + Joy float, which debuted last year, and a brand new float created for colleagues from Bloomingdale's. In addition, Macy's will have a festive activation at Pride Island, the legendary NYC pier dance and festival.

The Big Give Back – The Trevor Project

In support of LGBTQ youth in crisis, Macy's Pride + Joy campaign includes a nationwide give back component in partnership with The Trevor Project. As the world's largest suicide prevention and crisis intervention organization for lesbian, gay, bisexual, transgender, queer, and questioning young people, The Trevor Project works to save young lives by providing support through free and confidential programs, including TrevorLifeline, TrevorText, and TrevorChat. They also run TrevorSpace, the world's largest safe space social networking site for LGBTQ youth, and operate innovative education, research, and advocacy programs.

To help raise funds for Trevor's important work, from June 1 – June 17 at all Macy's stores nationwide, shoppers can celebrate Pride by giving back to The Trevor Project through Macy's charitable round-up program. As customers complete their in-store purchases, they will be invited to round up to the nearest dollar (up to \$.99) and donate the change to The Trevor Project. These donations will help support the organization's mission of providing crisis intervention and suicide prevention services. In select markets including Chicago, Cincinnati, Houston, Lexington (KY), Los Angeles, Minneapolis, New York City, San Francisco, Seattle, St. Louis, and St. Petersburg (FL), the round-up campaign will be extended through June 30 to coincide with Pride parade celebrations in which Macy's has a local presence.

Macy's shoppers are also invited to support The Trevor Project with style. Pride and its signature colors will be front and center in the limited-edition, three-piece capsule collection by INC International Concepts. Featuring gender-neutral t-shirts, tanks and socks with rainbow detailing, throughout the month of June, Macy's will donate \$4 of the purchase price of the INC t-shirt and tank and \$2 of the purchase price of the socks to The Trevor Project. The pieces retail for \$10 to \$20 and will be available in select stores and on [macys.com/celebrate](https://www.macys.com/celebrate).

Pride Is Always in Fashion

Additionally, to help customers express their Pride, more than 150 Macy's stores nationwide and macys.com will offer a celebratory assortment of Pride-themed merchandise within Macy's Pride + Joy shops and via displays across the store. Bold colors and rainbows adorn everything from clothing, jewelry, shoes, home accessories and intimate apparel. Our best brands, including INC International Concepts, Adidas, Calvin Klein, DKNY, Levi's, Michael Michael Kors, Polo Ralph Lauren, Under Armour, and more, have partnered with us to create a unique mix of product.

March with Pride and Celebrate

Macy's will also support its local colleagues at 24 Pride parade celebrations across the nation, as part of this year's Pride + Joy campaign.

Macy's is supporting its colleagues at Pride parades held in the following cities:

- Phoenix, AZ – Sunday, April 7
- Miami, FL – Sunday, April 7
- Dallas, TX – Sunday, June 2
- San Juan, PR – Sunday, June 2
- Guam – Sunday, June 2
- Boston, MA – Saturday, June 8
- Los Angeles, CA – Sunday, June 9
- Columbus, OH – Saturday, June 15
- Portland, OR – Sunday, June 16
- Denver, CO – Sunday, June 16

- Houston, TX – Saturday, June 22
- St. Petersburg, FL – Saturday, June 22
- Cincinnati, OH – Saturday, June 22
- Minneapolis, MN – Sunday, June 23
- Lexington, KY – Saturday, June 29
- San Francisco, CA – Sunday, June 30
- New York City, NY – Sunday, June 30
- St. Louis, MI – Sunday, June 30
- Seattle, WA – Sunday, June 30
- Chicago, IL – Sunday, June 30
- San Diego, CA – Saturday, July 13
- Space Coast, FL – Saturday, September 28
- Orlando, FL – Saturday, October 12
- Atlanta, GA – Sunday, October 13

In addition, a host of special in-store Pride festivities will highlight the latest fashions for customers, celebrate love and equality, and help local charities reach new audiences, while featuring guest appearances by local DJs, renowned chefs, celebrities, drag performers and LGBTQ influencers. The Macy's Pride campaign will also be commemorated via curated advertising, banners and window treatments at select stores nationwide. Macy's Herald Square, the company's flagship, will kick-off the festivities beaming with Pride as it lights up the night in rainbow colors every evening in June.

Macy's Pride Month special events will be held at the following stores:

- Macy's Beverly Center (Los Angeles) – Thursday, June 6
- Macy's Downtown Boston (Boston) – Thursday, June 6
- Macy's Polaris Fashion Place (Columbus) – Saturday, June 8
- Macy's Houston Galleria (Houston) – Thursday, June 13
- Macy's State Street (Chicago) – Saturday, June 15
- Macy's Southdale (Minneapolis) – Saturday, June 15
- Macy's Herald Square (New York City) – Thursday, June 6; Thursday, June 20; Saturday, June 22; Sunday, June 23; Tuesday, June 25
- Macy's Union Square (San Francisco) – Saturday, June 29

Pride Online – #MacysPride and [macys.com/celebrate](https://www.macys.com/celebrate)

Follow #macyspride across Twitter, Instagram and Facebook to check out behind-the-scenes content, learn more about Macy's Pride fashions, in-store events, regional parades, WorldPride activations and Pride + Joy celebrations across the country.

Visit [Macys.com/celebrate](https://www.macys.com/celebrate) for the latest details on Macy's Pride campaign. The website features in-store event listings, as well as background information on Macy's national Pride partners including The Trevor Project, and hosts an important PSA showcasing heartfelt personal vignettes of hope and how the support of Trevor's programs helped LGBTQ youth in crisis. The PSA is introduced by and features Jazz Jennings, the young transgender activist and star of the TLC reality series, "I Am Jazz."

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](https://www.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.

For Macy's media materials, including images and contacts, please visit our online pressroom at macysinc.com/news-media.

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