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**macys inc**

# **Macy's Earth Week Campaign Celebrates America's Parks with National Charity Shopping Day, Eco Chic Items and Special Activities**

## **Charity Shopping Day Grows to Benefit Local Organizations That Protect the Environment**

NEW YORK--(BUSINESS WIRE)--Apr. 14, 2009-- In celebration of National Park Week and Earth Day, Macy's is partnering with the National Park Foundation and local nonprofit organizations that work to protect and conserve the environment to help raise awareness and generate funds for environment-friendly causes across the country. Macy's *Turn Over a New Leaf* campaign is designed to support, educate and inspire eco-friendly practices in everyday life, and will include special promotions and merchandise. Last year's event raised more than \$2.9 million for the National Park Foundation.

### **Macy's Eco-Shop**

Customers can shop online at the Eco-Shop at [macys.com](http://macys.com) from the convenience of their homes. The online Eco-Shop will feature a collection of "green" merchandise for men, women and children, including accessories, as well as cosmetics and select products for the home.

Customers can find Macy's environmentally friendly private brand merchandise, including Charter Club Eco-Friendly comforters, European pillows and organic cotton 300-thread count sheets. In addition, the online shop features a selection of items for the home such as Calvin Klein Organic Weave area rugs, the Lauren Ralph Lauren Spa Organic Towel Collection and Lenox "Re-New" Recycled Glass Stemware, as well as Nike Organic Cotton Tees and Timberland Earth Keeper's Boot for the fashion-savvy eco shopper. For the Earth-conscious beauty addict, there is a special collection of products including popular items from Burt's Bees and Origins, as well as sought-after brands Pangea and Nvey.

Macy's will also offer a new fashion reusable tote for \$1.95 with a \$1 donation to the National Park Foundation available in-store only beginning April 15.

### **One Good Turn™ National Charity Shopping Day – April 25**

Customers can do good and save by purchasing a ticket for One Good Turn, Macy's April 25 national charity day shopping event. By making a \$5 donation at Macy's stores, [macys.com](http://macys.com) or online at [www.nationalparks.org](http://www.nationalparks.org), customers will receive an all-day shopping pass for 20 percent off most men's, women's, kid's, and accessories merchandise, and 10 percent off most home items. Customers who make the \$5 donation will also receive a ticket for \$5 off a

\$15 storewide purchase, one time use (offer not valid in Florida or Puerto Rico). Macy's will donate 100 percent of ticket sale proceeds to the National Park Foundation and local participating nonprofit organizations that protect and conserve the environment.

### **Kid Power**

The first 150 kids to visit the Children's Department on Earth Day will get the new Kid Power Activity Book, a First Bloom-inspired activity book from the National Park Foundation that helps teach children fun ways they can keep the Earth healthy. Journey through the book and discover the many cool things kids can do to protect native plants and the environment.

Download the book at [www.nationalparks.org/npweek](http://www.nationalparks.org/npweek) or visit a Macy's store on Earth Day, April 22. Return the completed activity book to the National Park Foundation and receive a Kid Power Badge!

*\*While supplies last. No purchase required.*

### **About Macy's**

Macy's, the largest retail brand of Macy's, Inc. (NYSE:M), delivers fashion and affordable luxury to customers at more than 800 locations in 45 states, the District of Columbia, Puerto Rico and Guam. Offering distinctive assortments including exclusive fashion and home brands, Macy's stores are operated by four regionally based retail divisions – Macy's East, Macy's Florida, Macy's Central, and Macy's West – and an online store at [macys.com](http://macys.com).

For Macy's media materials, please visit our online pressroom at [www.macys.com/pressroom](http://www.macys.com/pressroom).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=5939539&lang=en>

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