Look Great While Giving Back with Macy’s Fashion Pass

Macy’s customers will receive 15 percent to 25 percent off in stores from July 28 through August 7, while supporting great charities.

NEW YORK--(BUSINESS WIRE)-- Giving back is always in style at Macy’s and starting tomorrow, customers can join the spirit of giving by participating in Macy’s Fashion Pass. From July 28 to Aug. 7, with a $5 donation at the register, Macy’s shoppers will receive 15 percent to 25 percent off a great selection storewide, while supporting The Elizabeth Taylor AIDS Foundation and the Council of Fashion Designers of America (CFDA) Foundation, Inc. One hundred percent of the $5 donation will go directly to both organizations. Exclusions and restrictions apply for the pass.

“Our team works each day to find simple and worthwhile ways for our customers to support meaningful philanthropic efforts while shopping for the items they love,” said Holly Thomas, Macy’s group vice president of Cause Marketing. “From understanding the products that our shoppers are looking for to the causes that they care most about, our goals at Macy’s are brought to life when we give back in our local communities.”

Elizabeth Taylor established The Elizabeth Taylor AIDS Foundation (ETAF) in 1991 to support organizations delivering direct care and services to people living with HIV and AIDS, often to the most marginalized populations. Today, ETAF also provides funding for HIV prevention education and advocacy programs around the world.

“ETAF is thrilled to partner with Macy’s on Fashion Pass for the second consecutive year. We granted to 71 community-based nonprofits last year with funds raised through Fashion Pass and look forward to helping even more people in need this year,” said Joel Goldman, managing director of The Elizabeth Taylor AIDS Foundation.

The CFDA Foundation, Inc., a not-for-profit organization, provides funds for charity and fashion industry activities.

“Macy’s continued support through its annual Fashion Pass helps drive CFDA’s programs and initiatives, and contributes to the CFDA mission to strengthen the impact of American fashion in the global economy,” said Steven Kolb, president and CEO of the CFDA.

Available in stores nationwide, Fashion Pass makes it easy for shoppers to give back while accessing this season’s hottest looks. Macy’s has curated the best assortment, filled with must-haves for fall and back-to-school finds. Join Macy’s on July 28 to rev up your wardrobe in preparation for the new season, while making a difference for two important organizations.

For more information about the program and participating charities, visit macys.com/fashionpass.

About Macy’s

Macy’s, the largest retail brand of Macy’s, Inc. (NYSE:M), delivers fashion and affordable luxury to customers at 734 locations in 45 states, the District of Columbia, Puerto Rico and Guam, as well as to customers in the U.S. 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, and Dadeland in Miami and South Coast Plaza in southern California -- are known internationally and are leading destinations for visitors. Building on a more than 150-year tradition, and with the collective support of customers and employees, Macy’s helps strengthen communities by supporting local and national charities giving more than $69 million each year to help make a difference in the lives of our customers.

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