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macy's inc

Macy's National Believe Week Seeks to Raise an Additional \$1 Million Through Annual Believe Campaign Benefitting Make-A-Wish®

From Sunday, Nov. 29 through Saturday, Dec. 5, Macy's will double its donation to Make-A-Wish for every letter sent to Santa online or dropped off at Macy's stores

Printable Santa postcards [can be downloaded here](#)

NEW YORK--(BUSINESS WIRE)-- This year, Macy's (NYSE:M) beloved Believe letter-writing campaign extends National Believe Day to National Believe Week, providing customers the opportunity to double their donations to [Make-A-Wish](#) for a full week, helping deliver hope and joy to wish kids and their families when they need it most.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20201130005607/en/>



During National Believe Week, from Sunday, Nov. 29 through Saturday, Dec. 5, Macy's has pledged \$2 for each letter to Santa collected (up to an extra \$1 million above the existing \$1 million campaign goal) to help children fighting critical illnesses' life-changing wishes come true. (Photo: Business Wire)

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From the start of Believe campaign through its final day on Dec. 24, for every letter sent to Santa online at [macys.com/believe](https://www.macys.com/believe) or dropped off in Macy's stores, Macy's will donate \$1 to Make-A-Wish, up to \$1 million. **During National Believe Week, from Sunday, Nov. 29 through Saturday, Dec. 5, Macy's has pledged \$2 for each letter collected (up to an extra \$1 million above the existing \$1 million campaign goal) to**

“The impact of a wish forever transforms the lives of Make-A-Wish children battling critical illnesses and provides hope and strength needed to fight harder and look forward to tomorrow,” said Sam Di Scipio, Macy’s senior director of corporate communications, giving and volunteerism. “With the extension of National Believe Day to National Believe Week, we’re thrilled to give our customers and communities even more opportunities to safely participate in Macy’s Believe campaign and help Macy’s reach our extra \$1 million goal to help more life-changing wish experiences come true.”

In celebration of National Believe Week, Macy’s stores, Make-A-Wish chapters and community partners across the country will host digital letter-writing parties and encourage letter drop-offs through Macy’s Curbside Pickup for enhanced safety. Now more than ever, as COVID-19 continues to impact communities and families, these letters to Santa can bring hope and joy to wish kids who are isolated and some of the most vulnerable members of our population.

For parents, educators and community leaders interested in participating in National Believe Week, [Macy’s Believe Teacher & Parent Engagement Toolkit](#) provides resources and lesson plans to easily execute within the new environment of virtual learning. These educational materials, created in partnership with The Learning Experience, include letter writing guides, holiday activities and more, offering fun and unique ways for children to learn the importance of giving back to those in need.

This year, Macy’s will help grant wishes across the country, including these three upcoming:

- **Monday, Nov. 30 in Seattle, WA:** 14-year-old Harry, diagnosed with lymphoma, wishes “to deliver care packages to cancer patients at Seattle Children’s Hospital.” Macy’s Bellevue and Make-A-Wish Alaska and Washington have teamed up to help Harry’s wish come true. During National Believe Week, Harry will deliver pillows from Macy’s and care packages to 25 patients at Seattle Children’s Hospital.
- **Tuesday, Dec. 8 in Brooklyn, NY:** 5-year-old Kennise, diagnosed with leukemia, “wishes to stay in a castle.” Make-A-Wish Metro New York and Macy’s Downtown Brooklyn will transform a portion of the store into a castle fit for a princess.
- **Tuesday, Dec. 8 in Richmond, VA:** 5-year-old Ainarah, diagnosed with neuromuscular disorder, wishes “to meet JoJo Siwa.” Macy’s Short Pump Town Square, Nickelodeon and Make-A-Wish Greater Virginia will host a virtual meet-and-greet with singer and actress JoJo Siwa. Ainarah, her family and JoJo will be surprised with festive, matching family pajamas from Macy’s. On Giving Tuesday, Dec. 1, 20 percent of the purchase price (up to a total of \$10,000) from [Macy’s Family Pajama capsule](#) will benefit Make-A-Wish.

Since 2003, Macy’s has donated more than \$132 million to Make-A-Wish, including more than \$21 million through the retailer’s annual Believe campaign, helping grant more than 15,500 wishes and impact more than 3.1 million people, including wish kids and their families, volunteers, community groups, medical professionals and more.

Health and safety continue to be a priority this holiday season. Macy’s 2020 Believe campaign offers virtual letter writing experiences ensuring customers and communities feel comfortable with enhanced safety measures in place. In addition to writing letters to Santa, find writing guides, local wish stories and more at [macys.com/believe](https://www.macys.com/believe). Join the conversation on social by tagging #MacysBelieve.

About Macy's

Macy's is America's Department Store. For more than 160 years, Macy's has served generations at every stage of their lives. Macy's customers come to us for fashion, value and high-quality products. We are proud of our heritage and the unique role we play in American culture and tradition. We celebrate occasions big and small, and have created decades of memorable experiences through 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. With the collective support of our customers and colleagues, Macy's helps make a difference in every market we serve, supporting local and national charities through funding and volunteer service. With fashion, value and celebration as our guide, Macy's makes 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 every child deserves a childhood. Research shows children who have wishes granted can build the physical and emotional strength they need to fight their illness. This year marks the 40th anniversary of the wish that inspired the founding of the organization in 1980. Since then, Make-A-Wish has become the world's leading children's wish-granting organization, serving children in every community in the United States and in nearly 50 countries worldwide. Together, generous donors, supporters, staff and more than 34,000 volunteers across the U.S. unite to deliver hope to wish kids and their families when they need it most. In total, Make-A-Wish has granted more than 330,000 wishes to children in the U.S. and its territories; more than 15,800 wishes in 2019 alone. For more information about Make-A-Wish America and the 40th anniversary, visit wish.org.

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