

March 5, 2019



Macy's Flower Show® Presents Journey to Paradisios

Macy's Downtown Flagships Showcase an Out of this World Floral Spectacular In New York, Chicago, and San Francisco

Show opens Sunday March 24 through Sunday April 7, 2019

NEW YORK--(BUSINESS WIRE)-- This spring, Journey to Paradisios will be cleared for launch as marvelous celestial blooms await spectators during the annual Macy's Flower Show®. This year's space-inspired floral fantasy returns to Macy's (NYSE:M) on Sunday, March 24 through Sunday, April 7, 2019. Transporting fans into a multi-dimensional world of space, adventure, and discovery through florals and eccentrically landscaped gardens, Journey to Paradisios celebrates the wonder and mystery of the cosmos. The sci-fi splendor lands this spring at three Macy's flagship locations nationwide including Herald Square in New York City, State Street in Chicago, and Union Square in San Francisco.

"This year Macy's Flower Show will take spectators on an incredible extra-terrestrial journey filled with wondrous sights, dazzling discoveries and unexpected experiences as we invite them to explore Paradisios," said Susan Tercero, executive producer of Macy's Flower Show. "More than 1 million spectators in three cities nationwide will have the opportunity to experience this immersive floral world and be the first humans to set foot on this majestic planet."

The galactic journey will spin a cosmic tale of Space Flight Director Lucy Ryder and her discovery of the planet Paradisios – a pristine exoplanet, untouched by human technology and filled with resplendent plant life. Ryder and R.H. Macy IV (a pilot-turned-cosmonaut and the great-great-grandson of Macy's founder) set out on the adventure of a lifetime as they discover the planet's extraterrestrial beings and fantastic flora.

Celebrating discovery, color and wonder, Macy's Flower Show will blast off into the cosmos with more than 5,000 types of plants, trees and flowers depicting various outer space themes. As visitors enter each show, they will be dazzled by a space ship as it launches into outer space through the roof into the star-filled night sky. As they make their way and explore Paradisios, they will encounter its colorful inhabitants, floating cities, alien technology, and whimsical plant life.

"From the out-of-this-world rocket launch to the arrival at the floating cities of Paradisios, spectators will be transported through story and floral design into an unbelievable world of cosmic fantasy," said Rick Pomer, creative director of Macy's Flower Show. "We are thrilled to give our visitors the opportunity to step into a new world where awe-inspiring

elements create magical experiences.”

In addition to the planetary exploration, Flower Show spectators will have the opportunity to enjoy a host of themed in-store events including floral, food, and fashion demonstrations, celebrity appearances, and more during the two weeks the show is in full bloom.

For more than 70 years, Macy’s Flower Show has delighted generations of floral aficionados with over-the-top presentations of lavish gardens that showcase millions of live flowers, plants, and trees from around the globe. Native to many different landscapes, Macy’s Flower Show offers visitors a unique opportunity to enjoy these florals blooming in unison, despite their distinct climatic DNA. Taking root in unexpected settings, such as store countertops, windows and specially designed architecture, including grand bridges, columns, and topiaries, Macy’s Flower Show is staged in distinct fashion at each of the three locations nationwide.

Free to the public, Macy’s Flower Show will be open during regular store hours.

Macy’s floral spectacular is made possible nationally thanks to partners including Homewood Suites by Hilton[®], and Sinclair Oil Corporation.

For additional information about these events visit [macys.com/flowershow](https://www.macys.com/flowershow) or contact the Macy’s Flower Show Hotline at (212) 494-4495.

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