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Macy's Celebrates Lunar New Year 2020

Usher in the "Year of the Rat" with special in-store events, commemorative products, and the perfect gifts for the holiday at select Macy's stores across the country

NEW YORK--(BUSINESS WIRE)-- In celebration of Lunar New Year 2020, Macy's will commemorate the "Year of the Rat" with special in-store events in select locations nationwide beginning January 19 through February 8. Macy's is also proud to offer a specially curated selection of Lunar New Year-themed products and holiday gifts available in select stores and online at [macys.com/celebrate](https://www.macys.com/celebrate), including fashion, cosmetics, home décor, and more.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20200113005102/en/>

Macy's celebrates Lunar New Year in select stores across the country. (Graphic: Business Wire)

"At Macy's, we're proud of our commitment to diversity and inclusion," said Jose Gamio, senior director of Multicultural Community

Engagement. "We are thrilled to highlight the diverse cultures of our customers, communities, and colleagues by celebrating Lunar New Year across the country."

At select Macy's stores, Macy's will honor the "Year of the Rat" with in-store events including traditional lion dance performances, cooking demos, giveaways, and more. During the events, attendees can also receive a limited-edition "Year of the Rat" enamel pin set when they make a qualifying purchase.

Plus, customers can celebrate the New Year in style or find the perfect gift for a loved one by shopping Macy's curated selection of Lunar New Year-themed products, including fashion, accessories, cosmetics, kitchenware, home décor, and more. Products are available in select stores and online at [macys.com/celebrate](https://www.macys.com/celebrate). Commemorative Macy's Lunar New Year gift cards are also available.

Finding the perfect gift or holiday look is easy with Macy's Personal Stylists. Available at select stores, this free service provides customers with help from a lifestyle expert dedicated to supporting them with all aspects of their shopping experience. Make an appointment in-store or online at [macys.com/personalstylist](https://www.macys.com/personalstylist).

Below are the dates and locations for Macy's Lunar New Year in-store events:

- Macy's Flushing (Flushing, NY) – Sunday, Jan. 19
- Macy's Herald Square (New York, NY) – Thursday, Jan. 23
- Macy's Ala Moana (Honolulu, HI) – Saturday, Jan. 25
- Macy's South Coast Plaza (Costa Mesa, CA) – Saturday, Feb. 1
- Macy's Santa Anita (Arcadia, CA) – Saturday, Feb. 1
- Macy's Union Square (San Francisco, CA) – Saturday, Feb. 8

To learn more about how Macy's is celebrating Lunar New Year, including a complete listing of event details and additional information, visit [macys.com/celebrate](https://www.macys.com/celebrate).

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. 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](https://www.macysinc.com/news-media).

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Emily Hawkins

646-618-1914

Emily.Hawkins@macys.com

Brittany Sepulveda

312-781-5637

Brittany.Sepulveda@macys.com

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