



Please Contact:  
Laurie Walters  
Phone: 212-555-5555  
Fax: 212-555-5050  
E-mail: [lwalters@macys.com](mailto:lwalters@macys.com)

## **Macy's New Fundraising Campaign Expected to Raise Millions**

FOR IMMEDIATE RELEASE

NEW YORK, Dec. 07 -- Time and time again, the public has seen the magic of Macy's, but now it's time to see the magic of its shoppers. Macy's is breaking their tradition of placing a cap on corporate limits with their new fundraising campaign, The Magic of You, where the power of the total contributions is up to the customer.

The new campaign aims to benefit local communities and the nation as a whole with a twist on the traditional clothing drive.

The traditional part of the drive benefits local women's shelters across the country by donating the collected clothing to them to provide to battered women, or to use in raising money for the shelter.

MORE

MACY'S UNLIMITED PAGE 2

"Owning their own clothing again is one of the first steps in helping these women restore their confidence," said Cindy Harrison volunteer at Brooklyn's Safe Horizon shelter.

The magic twist occurs when clothing benefactors receive a 10% off coupon towards their next purchase. All coupon savings banked during the week of the event will be donated to the national Family Violence Prevention Fund (FVPPF).

"Our goal is to end violence against women and children around the world," said Esta Soler, president of FVPPF. "It's an ambitious goal, but with the potential monies earned in this fundraising project, we know we can continue to make a difference."

The clothing event will begin Monday, Dec. 13 and run through Dec. 18.

"It's exciting to think that shoppers have all the control in how much money will be raised," said Natasha Baker, sales associate at Macy's Herald Square. "The best part is, all they have to do is bring in their old clothing and buy something new."

To watch the magic of Macy's shoppers grow; visit the store's Facebook page at [www.Facebook.com/Macys](http://www.Facebook.com/Macys).

If you are in an abusive relationship and need help, call the National Domestic Violence Hotline at: 1-800-799-SAFE (7233).

MORE

MACY'S UNLIMITED PAGE 3

**About Macy's:** Macy's, established in 1858, is the Great American Department Store – an iconic retailing brand with about 810 stores operating coast-to-coast and online at [macys.com](https://www.macys.com). Macy's offers powerful assortments and the best brands, tailored to each and every customer with obvious value, engaging service and unforgettable moments.

END