



For Immediate Release

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MACY'S AND THE AMERICAN HEART ASSOCIATION GO RED FOR WOMEN'S HEALTH THIS FEBRUARY

The founding sponsor of the American Heart Association's Go Red For Women® movement, Macy's continues to help raise awareness and funds for the fight against heart disease

Programs include Macy's annual Wear Red Sale, exclusive red dresses from Calvin Klein, Kensie, and XOXO, plus Go Red Total Makeover events in select markets

NEW YORK – JANUARY 29, 2014 – As the American Heart Association's founding national sponsor of Go Red For Women, Macy's will provide its customers with merchandise, promotions and select in-store events this February, all fashioned to bring awareness and funds to the cause of women's heart health. Over the past decade, Macy's has proudly raised \$46 million dollars through the generosity and commitment of Macy's associates and customers, which has helped to fund research and education credited by the American Heart Association with saving 627,000 women's lives.

Macy's annual Wear Red Sale, along with a collection of exclusive red dresses by Calvin Klein, Kensie, and XOXO, which benefit Go Red For Women, will help make this February's American Heart Month more fashionable than ever. Customers will find these limited-edition red dresses in select stores and on macys.com in time for National Wear Red Day on Friday, Feb. 7, 2014.

"Macy's has been a proud national sponsor of the American Heart Association's Go Red For Women movement since its inception in 2004. As more than 70 percent of our customers and associates are women, we believe in the importance of funding research that can make a difference in fighting the number one killer of women – heart disease," said Martine Reardon, Macy's chief marketing officer. "Since 2004, through efforts including our Wear Red Sale, exclusive red dresses that benefit the cause, and in-store events, we have raised \$46 million for Go Red For Women to fund the life-saving research that the American Heart Association credits with helping save 627,000 women's lives."

"The American Heart Association is not only thankful for Macy's longstanding support of Go Red For Women's fight against heart disease in women, but we're thankful for the impact they've helped us make over the last decade – saving the lives of 330 women each day," said Bernie Dennis, American Heart Association Chairman of the Board. "Together, we've made remarkable progress in educating women about heart disease and

encouraging them to take action to live a healthier life. In fact, 90 percent of women involved in Go Red For Women have made at least one healthy lifestyle change, one-third has lost weight and 50 percent have increased their exercise.”

Wear Red Sale

Macy’s is inviting all customers to help celebrate National Wear Red Day (Feb. 7), with its annual Wear Red Sale at all Macy’s stores beginning Wednesday, Feb. 5 through Monday, Feb. 10. Customers wearing red or purchasing a Red Dress pin for \$2 to benefit Go Red For Women will receive a 20 percent discount on most regular, sale and clearance merchandise or 15 discount on fine and fashion jewelry, sale and clearance watches, and select home items.

Macy’s will continue to sell the Red Dress pin and accompanying discount through Friday, Feb.14. One hundred percent of all pin sales are donated to Go Red For Women. Last year alone, Macy’s sold more than 1.6 million Red Dress pins, raising \$3.2 million for Go Red For Women. Additional merchandise exclusions can apply.

Macy’s Exclusive Red Dresses

This February, Macy’s introduces three exclusive new red dresses for American Heart Month, created by Calvin Klein, Kensie and XOXO. These limited-edition dresses are available at select Macy’s stores and on macys.com/GoRed, and retail from \$69 to \$99, with 10 percent of the purchase price of each item sold from Feb. 1 through Feb. 28 (Calvin Klein and XOXO) and March 31, 2014 (Kensie) donated to the American Heart Association. XOXO has also created a red blazer for \$69, available in select stores to benefit the American Heart Association.

Go Red For Women / The Heart Truth® Red Dress Collection™

This year, Macy’s joins the Go Red For Women / The Heart Truth Red Dress Collection kicking off Mercedes-Benz Fashion Week to celebrate a new era in women’s heart health. On February 6 at Lincoln Center, the Red Dress Collection will be presented in collaboration with the American Heart Association’s Go Red For Women movement and the National Heart, Blood and Lung Institute’s (NHLBI) awareness campaign, The Heart Truth – both known for the iconic red dress that symbolizes the fight against the No. 1 killer of women. The Red Dress Collection has kicked-off Fashion Week since 2003 and this year’s show will again feature a number of well-known entertainers including AnnaSophia Robb, Colbie Callait, Giada De Laurentiis, Gina Torres, Ireland Baldwin, Joan Jett, Leona Lewis, NeNe Leakes, Rutina Wesley, Taryn Manning, and Vanna White. Three dresses created by fashion incubator designers based in Chicago, Philadelphia and San Francisco housed at Macy’s department stores will be featured on the runway, while three real women affected by heart disease will be seated front row in Macy’s exclusive red dresses to bring further awareness to the cause.

Go Red Total Makeover Events

Macy’s and the AHA welcome guests to take part in Go Red Total Makeover passport events on Friday, Feb. 7 and Saturday, Feb. 8. Guests can visit stations throughout the store to meet experts and to learn more about making smart choices for heart health, including physical activity and nutrition. Guests who visit each station and

complete their passport will be entered to win a \$250 Macy's gift card. These events will take place in the following markets: New York, NY; Richmond, VA; Charlotte, NC; Ft. Worth, TX; Cincinnati, OH; Chicago, IL; Portland, OR; Las Vegas, NV.

Go Red For Women Luncheons

Go Red For Women Luncheons are back by popular demand with 221 luncheons happening across the country this year where luncheon guests will receive a \$10 Macy's gift card while supporting the fight against heart disease. Thirty-five of the luncheons will be giving away a \$250 wardrobe giveaway with Estee Lauder participating with touch up stations.

About Macy's

Macy's, the largest retail brand of Macy's, Inc. (NYSE:M), delivers fashion and affordable luxury to customers at approximately 800 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, Dadeland in Miami and South Coast Plaza in southern California -- are known internationally and leading destinations for visitors. Building on a more than 150-year tradition, and with the collective support of customers, employees and Macy's Foundation, Macy's helps strengthen communities by supporting local and national charities giving more than \$70 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.

About Go Red For Women

The American Heart Association's Go Red For Women movement has been impacting the health of women for 10 years. More than 627,000 women's lives have been saved, but the fight is far from over. Now is the time to shout louder, stand stronger and demand change. It's time to come together in a movement that is not just FOR women, buy BY women. It's time for women to Go Red. Visit GoRedForWomen.org for more information or call 1.888.MY.HEART. The American Heart Association's Go Red For Women movement is nationally sponsored by Macy's with additional support from our cause supporters.

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