



## **For Immediate Release**

CONTACT: Holly Thomas  
646.429.5250/Holly.Thomas@macys.com

Julie Strider Fukami  
646.429.5213/Julie.Striderfukami@macys.com

## **MACY'S RAISED \$2.3 MILLION FOR GO RED FOR WOMEN® IN THE FIGHT AGAINST HEART DISEASE THIS FEBRUARY**

**NEW YORK, NY – February 27, 2014** – Macy's, the American Heart Association's founding national sponsor of Go Red For Women, announced today that it raised \$2.3 million for the movement this February. In support of National Heart Month which ends this week, more than 1.1 million customers nationwide purchased a Red Dress pin for \$2, with 100 percent of the proceeds benefiting Go Red For Women. Every dollar raised through Macy's Red Dress pin sales directly benefits the community where it was purchased to help fight heart disease on the local level.

"Macy's customers and employees have shown that this cause is important to them through their dedicated support of Go Red For Women over the past 10 years," said Martine Reardon, Macy's Chief Marketing Officer. "While we are very encouraged by the tremendous progress being made, we know there is still work to be done to create lasting impact in the movement for women's heart health. Macy's is proud of its role in helping to contribute \$2.3 million to Go Red For Women this February to continue their important work in the ongoing fight against heart disease."

Now in its 10<sup>th</sup> year as the founding national sponsor of Go Red For Women, Macy's has proudly raised more than \$48 million through the generosity and commitment of Macy's associates and customers, which has helped to fund women's heart health research and education by the American Heart Association. For 10 years, women have been fighting heart disease individually and together with the AHA's Go Red For Women movement, and as a result the AHA's Go Red For Women indicates that more than 627,000 women's lives have been saved.

According to the American Heart Association, awareness that heart disease is the number one killer of women has increased 23 percent during Go Red For Women's first ten years, and conversely, deaths from cardiovascular disease have decreased by 34 percent. The AHA attributes these positive advancements to a myriad of influences and organizations, including research, education and awareness brought by the Go Red For Women movement that has been supported by Macy's through financial contributions, in-store programs, external events, merchandise initiatives and more over the past decade.

This February, Macy's annual Wear Red Sale and Red Dress pin sale, along with a collection of exclusive red dresses by Calvin Klein, Kensie, and XOXO collectively benefited Go Red For Women. Additionally, Go Red

Total Makeover events in select markets nationwide allowed Macy's to engage their customers in fighting a cause that affects women and men across the country.

### **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](http://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](http://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](http://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.

# # #