



## **For Immediate Release**

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## **MACY'S CONTINUES RED DRESS PIN SALE THROUGH FEBRUARY 14 TO SUPPORT GO RED FOR WOMEN®**

*Red Dress pins are available at Macy's stores nationwide through Friday to help raise awareness  
about cardiovascular disease*

**NEW YORK – February 11, 2014** –Macy's, the proud founding sponsor of the American Heart Association's Go Red For Women movement, invited customers to participate in the annual Wear Red Sale from Feb. 5 through Feb. 10 to bring awareness and needed funds to fight the number one killer of women – heart disease. This year, Macy's is continuing sales of the official Red Dress pin at stores nationwide through Friday, Feb. 14.

Customers that purchase the \$2 Red Dress pin now through Valentine's Day will receive 15 to 20 percent off select merchandise throughout the store and all pin sales directly benefit the American Heart Association's Go Red For Women movement. Last year alone, Macy's sold more than 1.6 million Red Dress pins, raising \$3.2 million for Go Red For Women. Macy's, together with its customers and associates, have raised \$46 million for research and education efforts credited by the American Heart Association with helping save 627,000 women's lives since 2004. Additional merchandise exclusions can apply.

Macy's will also offer three exclusive red dresses, designed by Kensie, Calvin Klein and XOXO in honor of American Heart Month. Available at select Macy's stores and at [macys.com/gored](http://macys.com/gored), these limited-edition dresses retail from \$69 to \$99, with 10 percent of the purchase price of each dress sold beginning Feb. 1 through Feb. 28 (Calvin Klein and XOXO) and March 31 (Kensie) donated to the American Heart Association. This year, XOXO is also featuring a red tailored jacket for \$69 (available in select stores only).

### **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, but 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.

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