

March 18, 2009



Macy's Hosts Second Earth Week Charity Shopping Day; 2008 Effort Marked the Single-Largest Fundraising Event in National Park Foundation History

Charity Shopping Day Also Grows to Benefit Local Organizations That Protect the Environment

NEW YORK--(BUSINESS WIRE)--Mar. 18, 2009-- Macy's (NYSE: M) and the National Park Foundation (NPF) will renew the partnership that raised more than \$2.9 million in 2008 – marking the single-largest fundraising event for NPF. The One Good Turn™ national charity shopping day seeks to raise awareness and funds to support the environment through a \$5 Macy's shopping pass good for all-day savings throughout the store. In addition to the National Park Foundation, this year's event will grow to include important local nonprofit organizations that protect and conserve the environment. The event will take place at all Macy's stores on April 25, 2009.

"We were delighted to learn that our inaugural Turn Over a New Leaf campaign in 2008 broke the record for a single fundraising event for the largest caretaker of our national parks – the National Park Foundation," said Peter Sachse, Macy's chief marketing officer. "This year, as part of our ongoing My Macy's initiative, we are extending that support to include those important local fixtures – parks, zoos, aquariums and environmental institutions – that are so meaningful in communities across the country."

With support from Macy's in 2008, the National Park Foundation was able to expand its conservation education programs for kids and families including a nationwide essay contest asking kids what they would do to "Turn Over A New Leaf" for the environment and an Earth Day electronic field trip that drew millions of participants through schools and community centers in all 50 states to explore the fragile ecosystem in Everglades National Park. Grants from NPF also helped grow the First Bloom program in 8 cities (Austin, Boston, Los Angeles, New York City, Page AZ, Philadelphia, San Antonio and Washington DC), restore native landscapes in several urban national parks, and protect and enhance hiking and nature trails across the country.

"Protecting our earth is an increasingly important job these days, and it's a job that takes all of us," said Vin Cipolla, Vice Chair of the National Park Foundation "As we build on the success of last year's historic fundraising campaign with Macy's, we urge all Americans to Turn Over a New Leaf for the environment again and do their part to help preserve our parks and native habitats for generations to come."

Beginning later this month, customers can purchase tickets for One Good Turn – the special charity-shopping event on April 25th. For \$5, customers will receive an all-day shopping pass

for 20 percent off men's, women's, kid's, and accessories merchandise, and 10 percent off most home items. Macy's will donate 100 percent of the ticket sale proceeds to the National Park Foundation and local participating nonprofit organizations that protect and conserve the environment. The National Park Foundation is the national charitable partner of America's 391 National Parks.

About The National Park Foundation

The [National Park Foundation](#) is an independent charitable organization chartered by Congress in 1967 to strengthen the connection between the American people and their national parks. As the official national non-profit partner of America's National Parks, the Foundation raises private funds, makes strategic grants, creates innovative partnerships and increases public awareness about the need and opportunity for park philanthropy. In its 2008 fiscal year, the National Park Foundation distributed grants and program support of \$27.3M.

About Macy's

Macy's, the largest retail brand of Macy's, Inc., delivers fashion and affordable luxury to customers at more than 800 locations in 45 states, the District of Columbia, Puerto Rico and Guam. Offering distinctive assortments including exclusive fashion and home brands, Macy's stores are operated by four regionally based retail divisions – Macy's East, Macy's Florida, Macy's Central, and Macy's West – and an online store at macys.com.

For additional media materials, please visit our online pressroom at www.macys.com/pressroom.

Source: Macy's, Inc.

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