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Macy's Celebrates Hispanic Heritage Month

In honor of Hispanic Heritage Month, Macy's partners with Latina Magazine and the Hispanic Scholarship Fund for special events, incredible internships and model searches nationwide to celebrate Latino culture and accomplishments

NEW YORK, Sep 12, 2011 (BUSINESS WIRE) --

This fall, Macy's celebrates Latino-Americans with partners *Latina* magazine, the nation's leading beauty/fashion and lifestyle brand for acculturated Latinas, and the Hispanic Scholarship Fund, in honor of Hispanic Heritage Month. From special events nationwide to once-in-a-lifetime internship opportunities, Macy's joins Latinos across the country in celebration of Hispanic heritage, culture and achievement.

"Macy's is delighted to once again celebrate Hispanic Heritage Month with a host of in-store special events and partnerships," said Dineen Garcia, Macy's vice-president of Diversity Strategies. "In celebration of *Latina* magazine's 15th anniversary and in support of the Hispanic Scholarship Fund's Generation 1st Degree initiative, we hope to entertain, empower and build upon the legacy of success in the Latino community."

"For 15 years, our mission has been to promote the advancement of U.S.-born Hispanic women," says Galina Espinoza, co-president and editorial director of Latina Media Ventures. "And so we are thrilled to partner with Macy's on a program that provides such exciting opportunities for Latinas, particularly in the area of education."

Ahead of the in-store Hispanic Heritage Month events, Macy's, in conjunction with *Latina* magazine, will hold a special model search in 10 cities nationwide. For budding runway models, this will be a fantastic opportunity to be chosen to strut the catwalk in front of their peers and special guests wearing the latest in back-to-school and fall fashion attire. The 10 model searches will take place on Saturday, Sept. 17 from Noon - 5 p.m. at Macy's Dadeland (Miami), Fashion Valley (San Diego), Houston Galleria at Hidalgo (Houston), Lenox Square (Atlanta), North Star (San Antonio), Queens Center (New York), State Street (Chicago), Valley Fair (San Francisco), West Covina (Los Angeles), and Wheaton (Baltimore/Washington, DC area). At each model casting 8-10 Hispanic models will be selected to participate in the store's upcoming Hispanic Heritage Month event in addition to receiving a \$100 Macy's gift card. Of the models chosen in all 10 markets, four of them will be selected as the top models and will collect an additional Macy's gift card, worth up to \$1000, to begin school in style.

In support of the Hispanic Scholarship Fund's goal of dramatically increasing the number of Hispanic college graduates, Macy's is teaming up with the Fund to award one scholarship recipient with a nine-week paid summer internship within Macy's Marketing department in

2012. The Hispanic Scholarship Fund's national initiative, Generation 1st Degree, has an exemplary goal to ensure that every Latino household has at least one college degree by 2025. Macy's and the HSF will select the internship winner from those who apply nationwide and will also offer a \$1000 Wardrobe Scholarship to kick-off the summer job with appropriate business attire.

"We are pleased with this effort to give Latinos the opportunity to pursue their dreams and succeed professionally," said Frank D. Alvarez, Hispanic Scholarship Fund president and CEO. "We appreciate Macy's commitment to improve the lives of future generations of Hispanic Americans."

Latina magazine will also offer a once-in-a-lifetime opportunity for one lucky student to win an all-expense paid trip to New York City to intern at the magazine for one week. During the exciting internship, the winner will learn the basics of magazine publishing, lunch with *Latina* magazine's editorial director and/or publisher and enjoy a \$1000 shopping spree provided by Macy's with the publication's fashion and beauty editors.

To mark *Latina* magazine's 15th anniversary, Macy's will host a series of special events in-store that will reinforce the transformative power of education. The celebratory cocktail events in 10 cities will be hosted at select locations by *Latina* editors Kate Sandoval and Verky Arcos, as well as contributors Lauren Consenza and Jackie Gomez. Each will feature *Latina* magazine's fashion and style expertise, the Hispanic Scholarship Fund's innovative programs and of course, fun back-to-school and fall fashions as modeled by our *Latina* Model Search winners. In addition, Lancôme will offer attendees quick touch-ups and tutorials on the latest makeup offerings.

Macy's Hispanic Heritage Month events will take place at:

Macy's Wheaton (Baltimore/Washington, D.C. area) - Sept. 24, 2 p.m.

Macy's Lenox Square (Atlanta) - Oct. 1, 2 p.m.

Macy's Queens Center (New York) - Oct. 1, 2 p.m.

Macy's Fashion Valley (San Diego) - Oct. 6, 6 p.m.

Macy's North Star (San Antonio) - Oct. 8, 2 p.m.

Macy's West Covina (Los Angeles) - Oct. 8, 2 p.m.

Macy's Houston Galleria at Hidalgo (Houston) - Oct. 13, 6:30 p.m.

Macy's State Street (Chicago) - Oct. 13, 5:30 p.m.

Macy's Dadeland (Miami) - Oct. 15, 2 p.m.

Macy's Valley Fair (San Francisco) - Oct. 15, 2 p.m.

Full details on applying for the Macy's and *Latina* internships and other fun activities in celebration of Hispanic Heritage Month can be found online at www.macys.com/celebrate.

About Macy's

Macy's, the largest retail brand of Macy's, Inc. (NYSE:M), delivers fashion and affordable luxury to customers at more than 800 locations in 45 states, the District of Columbia, Puerto Rico and Guam. Macy's stores and macys.com offer 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^(R) and the Macy's Thanksgiving Day Parade^(R), as well as spectacular fashion shows, culinary events, flower shows and celebrity appearances. Building on a 150-year tradition, Macy's helps strengthen communities by supporting local and national charities that make a difference in the lives of our customers.

For Macy's media materials, images and contacts, please visit our online pressroom at www.macys.com/pressroom.

About Latina Media Ventures

Latina is the leading monthly lifestyle, entertainment, beauty and fashion magazine for acculturated Hispanic women. Along with its daily online destination Latina.com, Latina has a combined audience of 3 million. The magazine and website are the flagship properties of Latina Media Ventures LLC, a multimedia company that has been a voice of authority for this fast-growing audience for 15 years. Latina was named to Adweek's "Hot List" in 2000 & 2001 and named Best Magazine by Advertising Age in 2000.

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About Hispanic Scholarship Fund

Founded in 1975, the Hispanic Scholarship Fund believes that the country prospers when all Americans have access to the opportunities a college education can afford. As the nation's leading Hispanic higher education fund, HSF works to address the barriers that keep many Latinos from earning a college degree. HSF has awarded over \$330 million in scholarships over the past 36 years and has supported a broad range of outreach and education programs to help students and their families navigate collegiate life, from gaining admission and securing financial aid to finding employment after graduation. HSF envisions a future where every Latino household will have at least one college graduate, creating an enduring impact on the college outlook of Latino families nationwide, and strengthening the American economy for generations to come. For more information about the Hispanic Scholarship Fund please visit: www.HSF.net.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6856815&lang=en>

SOURCE: Macy's, Inc.

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