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Macy's Honors National LGBTQ Pride Month

Annual Pride + Joy campaign features exclusive merchandise, community engagement, live and virtual events, and more

In support of at-risk LGBTQ youth, Macy's will launch a nationwide give-back campaign benefiting The Trevor Project

NEW YORK--(BUSINESS WIRE)-- It's time to celebrate with Pride + Joy, as Macy's (NYSE:M) kicks-off National Pride Month in support of its LGBTQ colleagues, customers and communities. This June, Macy's annual national Pride + Joy campaign honors the LGBTQ community with special initiatives including a customer-centric give-back program to raise funds and awareness for The Trevor Project. In addition, Macy's will celebrate Pride with exclusive merchandise available at select stores, on [macys.com](https://www.macys.com) and its app, bring joy at local community Pride parades in select markets nationwide, and host special live and virtual events.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210526005235/en/>



Celebrate Pride all month long with vibrant Pride-inspired pieces from Macy's; I.N.C. International Concepts Tie Dye Tank, \$39.50, Floral Camp Shirt, \$49.50. (Photo: Business Wire)

“At Macy's, we believe in love, respect & inclusion, values that help us better reflect and honor the contributions and lives of our LGBTQ colleagues, customers and the communities we serve. Through focused initiatives, we continue to make meaningful change that positively impacts the lives of the LGBTQ community,” said Shawn Outler, Macy's chief diversity officer.

“Macy's joins in celebration with the LGBTQ community during our annual Pride + Joy campaign, as a testament to the power of our shared community as we live out loud and

proud during Pride Month and all year-long.”

Giving Back – The Trevor Project

Once again, this year, in support of at-risk LGBTQ youth, Macy’s Pride + Joy celebration will launch a nationwide give-back campaign to benefit The Trevor Project. As the world’s largest suicide prevention and crisis intervention organization for lesbian, gay, bisexual, transgender, queer, and questioning young people, The Trevor Project works to save young lives by providing crisis support through free and confidential 24/7 services, including TrevorLifeline, TrevorText, and TrevorChat. They also run TrevorSpace, the world’s largest safe space social networking site for LGBTQ youth, and operate innovative education, research, and advocacy programs.

The need for The Trevor Project’s services is great. In its third annual national survey on mental health among LGBTQ youth (ages 13-24) conducted across the United States this year, The Trevor Project once again reaffirmed the urgency of their mission and the importance of partnerships to raise awareness of their life-saving services. One of the key findings showed that 42% of LGBTQ respondents seriously considered attempting suicide in the past year, including more than half of transgender and nonbinary youth.

To help raise funds for Trevor’s important work, from June 1 – June 30 at all Macy’s stores nationwide and through its digital platforms, shoppers can celebrate Pride by giving back to The Trevor Project through Macy’s charitable giving program. At checkout, customers can round up their in-store purchases to the nearest dollar (up to \$0.99) and donate their change, or donate online, to benefit The Trevor Project. These donations will help support the organization’s mission of providing crisis intervention and suicide prevention services. Macy’s has supported The Trevor Project through a variety of initiatives for more than a decade. As their national Pride partner, in the last two years alone, Macy’s has helped raise more than \$1.6 million for Trevor’s life-saving mission and programming.

In addition to the roundup and giving campaign, Macy’s shoppers can also support The Trevor Project with style. Now through June 30, Macy’s will donate to The Trevor Project 10 percent of the purchase price of select merchandise including accessories, jewelry, and barware, as well as items only found at Macy’s from I.N.C. International Concepts – printed tees, tanks, pants and more in floral and Pride-inspired tie-dye styles. The apparel pieces retail for \$39.50 to \$69.50 and will be available in select stores and on [macys.com/macysgives](https://www.macys.com/macysgives).

Throughout the month of June, Macy’s stores and macys.com will showcase The Trevor Project’s life-saving messages, to spread awareness and highlight resources available to LGBTQ youth in crisis. To kick-off the awareness campaign, The Trevor Project and Macy’s partnered to create a special PSA to run on social media. The celebrity led PSA will be released at the beginning of June.

Community Support

Macy’s longstanding support for its LGBTQ customers, colleagues and communities nationwide is part of the company’s holistic strategy to champion diversity in all aspects of its business. Authenticity and education are enabled by Macy’s Pride employee resource group (ERG), who serve as a valuable resource for initiatives that affect the LGBTQ community.

From education surrounding respect of pronouns to allyship training and volunteerism, Pride ERG members support the work that empowers the enterprise and Macy's customers.

This year, as communities nationwide celebrate Pride, Macy's will support more than 18 celebrations across the country where colleagues will showcase their Pride + Joy.

In addition to The Trevor Project, Macy's will continue supporting a host of local and national LGBTQ focused organizations through corporate grants, including the Human Rights Campaign Foundation, Hetrick-Martin Institute, and PFLAG, among others. To grow efforts to drive impact through community relationships Macy's granted new awards to organizations that are combating social injustice and promoting workforce development for the LGBTQ community, including the National Center for Transgender Equality, Out in Tech, and the Transgender Legal Defense and Education Fund.

Pride Is Always in Fashion

To help customers live boldly with Pride + Joy, select Macy's stores nationwide and [macys.com](https://www.macys.com) will offer a celebratory assortment of Pride-inspired merchandise within dedicated Macy's Pride + Joy shops and via displays across the store. Rainbow patterns and bold colors abound in exclusive and curated merchandise across apparel, shoes, accessories, beauty, home and tech. Macy's premier brands including Adidas, Betsey Johnson, Calvin Klein, COACH, Epic Threads, Havaianas, I.N.C. International Concepts, Jean Paul Gaultier, Levi's, Martha Stewart Collection, MICHAEL Michael Kors, Steve Madden, Nautica, Original Penguin, The Phluid Project, Polo Ralph Lauren, Puma, Thirstystone, Under Armour and more, will feature unique product in celebration of Pride. Additionally, STORY at Macy's, the year-round, all-occasion gift destination will feature Pride-inspired product from a host of small and LGBTQ owned businesses including Ash & Chess, The Phluid Project, A Tribe Called Queer and Stuzo. These products can be found at select Macy's stores and on [macys.com](https://www.macys.com).

Celebrate and Sing with Pride + Joy

Macy's hometown of New York City will come alive with vibrant celebration. In partnership with NYC Pride, Macy's Herald Square flagship will participate in this year's virtual Pride March. The store's famed Broadway windows and façade will be decked out with the colors of the Progress Pride flag and will take part in the interactive virtual event showcasing highlights of the annual march. Macy's Pride campaign will also be commemorated via curated advertising, banners and window treatments at select stores nationwide.

On June 8 at 6:30 p.m. ET, Macy's and PLAYBILL® will host a special livestream concert and post show conversation for a select audience of Macy's Platinum Star Rewards customers featuring performances from some of Broadway's brightest stars. Stars slated to take the virtual stage for performances include Anthony Rapp (*RENT*, *You're a Good Man, Charlie Brown*), Telly Leung (*Flower Drum Song*, *Aladdin*), Jenn Colella (*If/Then*, *Come From Away*) and Ariana DeBose (*Pippin*, *Hamilton*).

#macyspride

Follow #macyspride across Twitter, Instagram and Facebook to check out behind-the-scenes content, learn more about Macy's Pride fashions and beauty, catch a glimpse of the

first-ever Drag Brunch in Chicago's world-famous Walnut Room at Macy's State Street, and more.

Reflecting and honoring the communities Macy's serves is a core value that guides every company decision. Macy's commitment to diversity and inclusion in all areas of business has been consistently lauded by its achievement of a 100 percent score on the Human Rights Campaign's Corporate Equality Index, the national benchmarking tool on LGBTQ focused corporate policies and practices.

About Macy's

Macy's is America's Department Store. For more than 160 years, Macy's, the largest retail brand of Macy's, Inc., has served generations at every stage of their lives. Through a digitally led shopping experience powered by macys.com, our award-winning mobile app, and a nationwide portfolio of stores, Macy's customers come to us for fashion, value and high-quality products. We are proud of our heritage and the unique role we play in American culture and tradition. We celebrate occasions big and small, and have created decades of memorable experiences through Macy's 4th of July Fireworks[®] and Macy's Thanksgiving Day Parade[®], as well as spectacular fashion shows, culinary events, flower shows, and celebrity appearances. With the collective support of our customers and colleagues, Macy's helps make a difference in every market we serve, supporting local and national charities through funding and volunteer service. With fashion, value and celebration as our guide, Macy's makes life shine brighter for our customers, colleagues, and communities. For more information, please visit macysinc.com.

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