

November 18, 2009



# Macy's Famous Santa Goes on Tour - Visiting 25 Cities in 25 Days Across America

Mrs. Claus and Elves Hold Down the Fort at the North Pole

NEW YORK--(BUSINESS WIRE)-- Following his celebratory kick-off of the holiday season in the world-famous Macy's Thanksgiving Day Parade<sup>(R)</sup>, Santa will embark on a whirlwind tour across America stopping in 25 cities in as many days all across the country. Motoring from New York City (where he will have just finished Macy's Parade), Santa's National Tour will start on November 28 in South Portland, Maine, and conclude on December 22 in Metairie, Louisiana, and will give children from coast to coast the once-in-a-lifetime opportunity to meet the man himself!

As a new and exciting element to the Macy's Believe campaign, Santa's National Tour will give children of all ages the chance to meet the one-and-only Santa - celebrated every year when he arrives as the grand finale in Macy's Thanksgiving Day Parade and made famous for his home at Macy's (NYSE:M) in Miracle on 34<sup>th</sup> Street.

Santa will greet all the good little boys and girls at the local Macy's in each city to remind them of the special magic of the Christmas season. Santa's joy-spreading visit will also include a special trip to a second location in each market - possibly a school or a local children's hospital.

Santa's magical journey across America will include the following stops:

Date	City	Store
28-Nov	South Portland, ME	South Portland
29-Nov	Nampa, ID	Nampa
30-Nov	Albany, NY	Colonie Center
1-Dec	Salt Lake City (Orem), UT	University
2-Dec	Warwick, RI	Warwick
3-Dec	Fresno, CA	Fresno Fashion Fair
4-Dec	West Hartford, CT	Westfarms
5-Dec	Mission Viejo, CA	Mission Viejo
6-Dec	Harrisburg, PA	Harrisburg East

7-Dec	San Diego, CA	Fashion Valley
8-Dec	Columbus, OH	Easton Town Center
9-Dec	Gilbert, AZ	San Tan Village
10-Dec	Barboursville, WV	Huntington
11-Dec	Albuquerque, NM	Coronado Center
12-Dec	Richmond, VA	Short Pump Town Center
13-Dec	Denver, CO	Cherry Creek
14-Dec	Raleigh, NC	Crabtree
15-Dec	Summit, MO	Summit Fair
16-Dec	Nashville, TN	Cool Springs Galleria
17-Dec	McKinney, TX	Village At Fairview
18-Dec	Atlanta, GA	Perimeter
19-Dec	San Antonio, TX	Shops At La Cantera
20-Dec	Pembroke Pines, FL	Pembroke Lakes
21-Dec	Houston, TX	Memorial City
22-Dec	Metairie, LA	Lakeside

In 1862 Macy's introduced Santa Claus to his home-away-from-home at Macy's on 14th Street. As time passed Macy's expanded, moving Santa to the store's new location on 34th street in 1902. In 1924, Macy's Thanksgiving Day Parade stepped off for the first time to usher in the season and bring Santa to the store to unveil Macy's famous Christmas windows. Many decades later, Macy's Thanksgiving Day Parade has become the official start of the holiday season each year bringing the one-and-only Santa Claus to town. In 1947, Santa was immortalized in the classic film "Miracle on 34th Street," and his home at Macy's was proclaimed.

Please visit [www.macys.com/believe](http://www.macys.com/believe) to track Santa on his tour across America.

### 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. 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<sup>(R)</sup> and the Macy's Thanksgiving Day Parade<sup>(R)</sup>, 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](http://www.macys.com/pressroom).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6103588&lang=en>

Source: Macy's