

November 23, 2009



# The Magic of Christmas: Macy's Celebrates the Holidays With Communities Across the Country

NEW YORK--(BUSINESS WIRE)-- Shopping at Macy's (NYSE:M) at Christmas is an experience steeped in tradition. The home of beloved holiday events across the country, Macy's will be celebrating the season with such favorites as Macy's Santaland<sup>(R)</sup>, animated holiday windows, tree lightings, fireworks and parades.

"Macy's is a destination for cherished holiday events throughout the nation, and we are so pleased to play a part in continuing the special traditions of the season for our customers and communities," said Martine Reardon, executive vice president of marketing, Macy's. "Additionally, our Believe campaign is once again inspiring America to embrace the hope, joy and charity of the holiday. Inviting Believers of all ages to mail their letters to Santa at their local Macy's, Macy's will donate \$1 for each letter received to the Make-A-Wish Foundation up to \$1 million to grant the wishes of children with life-threatening medical conditions."

In addition to the 83<sup>rd</sup> Annual Macy's Thanksgiving Day Parade<sup>(R)</sup>, here are some of the Macy's traditions - old and new - in cities around the country.

Atlanta

## THE LIGHTING OF MACY'S GREAT TREE

Thanksgiving Night Nov. 26, 2009, 7-8 p.m., Lenox Square

The Lighting of Macy's Great Tree, a holiday tradition now in its 62<sup>nd</sup> year, boasts an all-star lineup of talent. Headliners include singer Josh Turner, Mandisa from American Idol, SoReal Cru, Stephen Norwood and the Macy's Allstar Choir. The event takes place live Thanksgiving night at Macy's Atlanta flagship store at Lenox Square and is broadcast on WSB-TV.

## THE PINK PIG AT MACY'S LENOX SQUARE

Ride the Pink Pig: Open Now to Jan. 3, 2010

A treasured holiday tradition for more than 50 years, the Pink Pig was voted "Best Holiday Tradition" by Atlanta Magazine. Generations of Atlantans have ridden the Pink Pig into the holiday season wearing "I Rode the Pink Pig" stickers with pride. Re-introduced in 2003, Priscilla, the Pink Pig carries on the family tradition beneath a 170-foot, 1950s-themed Pink Pig Tent at the Lenox Square upper-level parking deck. The train carries children and parents through a life-sized storybook. Macy's donates a portion of the proceeds to

Children's Healthcare of Atlanta.

Boston

### MACY'S CHRISTMAS TREE LIGHTING AND WINDOW UNVEILING

Nov. 27th, 12 noon, Downtown Crossing Window Unveiling

Nov. 27th, 5 p.m. Downtown Crossing Tree Lighting

Macy's officially launches the 2009 holiday season in Boston when the store unveils its Christmas windows and the 50-foot Christmas tree atop the Summer Street marquee is ceremoniously lit to ring in the season. The evening will be extra special with appearances by Boston Red Sox player Kevin Youkilis, Mayor Menino, Kermit the Frog and Santa Claus!

### MACY'S AND CITY OF BOSTON ENCHANTED TROLLEY TOUR

Dec. 4<sup>th</sup> to Dec. 6<sup>th</sup>

Santa Claus will once again hit the road to bring some Christmas cheer to 15 Boston neighborhoods with the Macy's Enchanted Trolley Tour and Tree Lightings. Starting December 4th and making stops through December 6th, Santa will climb on-board with all of his holiday friends to bring delight to children all over Boston with "Merry Christmas" wishes.

Chicago

### 103<sup>rd</sup> ANNUAL GREAT TREE LIGHTING & HOLIDAY WINDOWS AT MACY'S ON STATE STREET

Windows Theme: The Journey of a Letter to Santa Claus; Great Tree Theme: Believe

November 7 to January 10

Macy's on State Street

State Street's annual holiday events are home to crowds both in and around the store that gather each year to see the magic of the season unfold within the themed window displays. Sure to surprise and delight, these elaborate displays are home to detailed art creations and animation which throughout the years have brought life to the classic tales of the Brothers Grimm, Dr. Seuss and many others. This year's celebration will be no different as it's all about Believe and Santa Claus. Chicagoans and visitors alike will find plenty of reasons to Believe at Macy's on State Street this holiday season.

The 42<sup>nd</sup> Annual Animated Holiday Windows tell a magical tale revealing how letters written by children all over the world make their way to the North Pole. The holiday spirit continues inside the famous Macy's on State Street store as visitors make their way to the illustrious Walnut Room. The historic Great Tree, featuring 6,500 sparkling LED lights and 1200 ornaments, stands 45 feet tall and has been a centerpiece of the holiday dining tradition for more than a century.

### MACY'S SANTALAND AT MACY'S ON STATE STREET

November 7 through December 24 - Macy's on State Street, 5<sup>th</sup> Floor, Kid's Department

After a stroll down State Street to see the animated holiday windows, customers will be given a reason to Believe at Macy's Santaland on the fifth floor Kid's Department. Children are invited to get their pictures taken with Macy's very own Santa Claus through December 24 during store hours. Macy's Santaland has been featured in the State Street store since 1948. Santa Claus has visited millions of children in this space.

Cincinnati

#### MACY'S DOWNTOWN DAZZLE

Saturdays, December 5, 12 and 19

Forget the chimney! Santa rappels down the side of the 525 Vine Building, a downtown office tower, to the Macy's rooftop at Fountain Square to kick off a spectacular holiday fireworks display. The 20-minute family-friendly program also features strolling entertainers and holiday music. Enjoy live music on Fountain Square by local choirs beginning at 6 p.m. before Dazzle.

#### STORY TIME WITH MRS. CLAUS

Saturdays, December 5, 12 and 19

Following Downtown Dazzle Fireworks, head in to the first level of Macy's Fountain Square for complimentary cookies, hot cocoa and story time with Mrs. Claus. New this year, enjoy holiday ornament craft time and have something special to take home and trim the tree, courtesy of Macy's.

#### VISIT WITH SANTA CLAUS

November 27-28, December 4-5, 11-13, and 18-19 - 11 a.m. to 8 p.m.

November 29, December 6 and 20-24 - 12 noon to 6 p.m.

Santa Claus is waiting to hear whether you've been naughty or nice and what's on your wish list. Be sure to bring your camera to get photos.

#### CARRIAGE RIDES AT MACY'S HOLIDAY STATION

Weekends, November 28 to December 20

12 noon to 5 p.m.

Enjoy free horse-drawn trolley carriage rides through the heart of the city courtesy of Macy's. Boarding at Macy's Holiday Station on the corner of Fifth and Race Streets.

#### ROOKWOOD POTTERY 2009 COMMEMORATIVE ART TILE

Exclusively at Macy's Fountain Square, this 3<sup>rd</sup> edition commemorative tile was commissioned by Downtown Cincinnati Inc. and then designed and created by the experts at

Rookwood Pottery Co. This year's tile is sure to be yet another Cincinnati favorite.

Detroit

### MACY'S 5<sup>th</sup> ANNUAL FIREWORKS HOLIDAY SPECTACULAR

November 6<sup>th</sup>, 7 p.m. - Macy's Oakland

A spectacular fireworks display hosted by Macy's launches the holiday season in style in Detroit. The light show is just a prologue to the big arrival of the special guest of the evening, Santa Claus! He will be making his first appearance of the season and will be ready to hear the holiday wish lists of children of all ages. Following the fireworks, customers are invited into Macy's Oakland for holiday festivities including visits with Santa, live entertainment, refreshments and more.

Minneapolis

### MACY'S 47<sup>th</sup> ANNUAL HOLIDAY AUDITORIUM DISPLAY

"A Day in the Life of an Elf at Macy's Santaland"

November 21 to December 30 - Macy's Minneapolis, 8<sup>th</sup> Floor, Auditorium

Back by popular demand, Macy's 47<sup>th</sup> annual holiday auditorium display will delight guests of all ages as "A Day in the Life of an Elf at Macy's Santaland" tells the story of Santa's elves at the North Pole as they prepare for Christmas. Auditorium guests will enjoy seeing what happens in an elf's life from waking up and getting Santa's mail to teaching the reindeer how to fly and learning about Christmas traditions.

Santa Claus will make his annual appearance November 21 through December 24 to gather the holiday wish lists of children across the land. Be sure to ask his elves about the various photo packages available. Throw your coins and dollars into the Wishing Well and help children's wishes come true with donations going to the Make-A-Wish Foundation.

At the end of the display, guests will find Mrs. Claus' holiday bakery and Santa's Toy Store. Visit this family-friendly shop filled with fun games, unique toys and great gifts, plus fresh gingerbread cookies and many other delicious holiday treats you won't want to miss!

New York City

### MACY'S HERALD SQUARE CHRISTMAS WINDOW UNVEILING

Nov. 19th, 5 p.m.

"Dear Santa"

It's a holiday tradition as the Christmas windows are unveiled to kick off the holiday season! Thanks to the creative geniuses at Macy's, for the first time ever, the Macy's Herald Square holiday windows map the course of how millions of wish-filled letters leave the tiny hands of hopeful children and arrive to Santa himself.

The Macy's Herald Square Christmas Window Unveiling Spectacular will feature musical performances by Verve recording artist Katharine McPhee; Hannah Montana's, Emily Osment; Broadway's White Christmas musical, New York City's own Highbridge Voices and David Ogden Stiers reading of Virginia O'Hanlon's letter to the Editor.

#### MACY'S SANTALAND - HERALD SQUARE

Nov. 27<sup>th</sup> to Dec. 24<sup>th</sup>

As children young and old enter Santaland on the eighth floor of Macy's Herald Square, the World's Largest Store, they marvel at this amazing fantasy world of snow-capped mountains, twinkling lights, cuddly bears and candy canes. Each Christmas, visitors from around the world travel through this 13,000-square-foot Christmas Village overflowing with holiday treasures for a special visit with the one and only Santa Claus. As proven in the holiday classic, "Miracle on 34<sup>th</sup> Street," Macy's has a very special relationship with the jolly old elf. Making his debut in the Macy's Thanksgiving Day Parade, Santa spends the rest of the holiday season at his home away from the North Pole at Macy's Santaland where he meets with more than 350,000 of his closest friends each year.

#### MACY'S PUPPET THEATRE

Nov. 27<sup>th</sup> to Dec. 24<sup>th</sup>

Miracle on 34<sup>th</sup> Street...at Macy's can be seen in the theatre on the ninth floor after visiting the wonderful world of Santaland. This classic story tells the tale of Santa Claus and honors the theory that miracles do happen! Featuring seven songs by William Schermerhorn (book & lyrics) and Wesley Whatley (music), this thirty minute version of the Oscar-winning 20<sup>th</sup> Century Fox classic features the artistry of The Puppetworks, Inc. and the vocal talents of Tony<sup>(R)</sup> Award winners Brian Stokes Mitchell (Kiss Me Kate, Ragtime, Man of La Mancha) and Victoria Clark (Light in the Piazza, Titanic).

Philadelphia

#### DICKEN'S VILLAGE

Nov. 27<sup>th</sup> to Dec. 24<sup>th</sup>

A beloved Philadelphia tradition for over 20 years, "Dickens Village" is alive and well in its home at Macy's Center City. Housed in the Egyptian Room of the famed Wanamaker Building, the 6,000-square-foot walk-through experience is now a holiday mainstay at Macy's. The Village was recently restored, rebuilt and re-animated so that Philadelphians will be able to take a trip back in time to 1840s London. With 26 heart-warming scenes, the stage is set for the story of "Scrooge." Macy's will have a photo operation that will allow visitors to capture the magic of the exhibit and spirit of the season, as well as visit and take photos with Santa Claus.

#### CHRISTMAS LIGHT SHOW - Grand Court

Nov. 27<sup>th</sup> to Dec. 31<sup>st</sup>

The brilliant holiday spectacle takes a magical journey through the story of "The Nutcracker," travels to a winter wonderland, pays a visit to "Frosty the Snowman" and ends under the "Magic Christmas Tree." It will flicker into the hearts of visitors every hour on the hour starting each day at 10 a.m.

#### CHRISTMAS WINDOW UNVEILING AT MACY'S CENTER CITY

Nov. 21<sup>st</sup>, 2 p.m.

It's a holiday tradition as the Christmas windows are unveiled to kick off the holiday season! Thanks to the creative geniuses at Macy's, for the first time ever, the Macy's Center City holiday windows map the course of how millions of wish-filled letters leave the tiny hands of hopeful children and arrive to Santa himself. Hosted by Julie Andrews, the window unveiling will be a memorable holiday event for families and kids of all ages.

Pittsburgh

#### LIGHT-UP NIGHT WITH HOLIDAY WINDOW UNVEILING & MACY'S FIREWORKS FINALE

Nov. 20, 2009, 6:15 p.m.

Light-Up Night is the official kickoff to the holiday season in downtown Pittsburgh. The event includes the animated Window Unveiling Ceremony at the downtown store. There will be a variety of family-friendly events to delight everyone, and the evening will be capped off with the Macy's Fireworks Finale.

#### CELEBRATE THE SEASON HOLIDAY PARADE presented by Macy's and WPXI-TV

Nov. 28, 2009, 9 a.m. (live broadcast)

A 29-year tradition in Pittsburgh, the parade offers entertainment for all, featuring radio and TV personalities, holiday floats, costumed characters and high school marching bands. More than 100,000 people line the streets of Pittsburgh and others watch on TV to see this downtown holiday tradition.

#### SANTA SHOWS

Nov. 28- Lunch at Noon

Nov. 29 and Dec. 5, 6, 12, 13 and 20 - Breakfast at 10 a.m.

For more than 40 years, Santa Shows have provided children and families with a holiday musical stage production while enjoying breakfast or lunch with Santa. The event takes place in the Macy's Downtown store auditorium.

Portland

#### MACY'S HOLIDAY PARADE KICKS OFF THE HOLIDAY SEASON

Nov. 27, 2009, 8:45 a.m.

Presented by The Oregonian and Entercom radio (The Fan, The Buzz and Charlie FM), the 2009 Holiday Parade will feature more than twenty five inflatable floats, local middle and high school marching bands, and nearly 500 costumed characters. The parade will conclude shortly after Santa dashes in his sleigh past Macy's, heading directly from the North Pole to his Portland holiday post in Macy's Santaland, which opens at 11 a.m.

## SANTALAND

Nov. 27 to Dec. 24, 2009

The tradition of visiting Santaland and having family portraits taken with the Old St. Nick continues at the downtown Macy's store on the lower level. Flashpro photography will once again be offering a wide assortment of digital photography packages and the ability for families to take their Santa photos with them immediately after they're taken. Santa photos will be available seven days a week from Friday, November 27 through Thursday, December 24th. For more information, including directions, Santaland hours and job opportunities in Santaland, visit <http://www.macysSantaland.com/> or call (971) 270-0709.

San Francisco

## HOLIDAY WINDOWS AT MACY'S UNION SQUARE

Nov. 20, 2009 to Jan. 3, 2010

Macy's will once again partner with San Francisco's Society for Prevention of Cruelty to Animals (SPCA) to give homeless cats and dogs a second chance to find warm and loving homes. Holiday shoppers can glimpse some of San Francisco's cutest animals, along with Santa himself, in Macy's Stockton and O'Farrell Street windows. This year's windows are inspired by Macy's Believe campaign, which asks children to deposit their stamped letters to Santa in official Santa's mailboxes in our stores. Animals up for adoption will frolic in front of a variety of doorsteps indicative of classic architecture, from colonial to cottage, modern to brownstone and log cabin to deco. Santa letters will arrive at Santa's mailroom, where the jolly man himself will be checking his list to find out which dogs and cats have been naughty or nice. SPCA representatives will be on site while the pets are on display to answer questions from potential adopters.

## 20<sup>TH</sup> ANNUAL TREE LIGHTING CELEBRATES THE YOUNG PATIENTS OF UCSF CHILDREN'S HOSPITAL

Nov. 27, 2009, 6:00 p.m.

Macy's Great Tree in Union Square, Macy's gift to the city and most recognized Christmas tree will be officially lit in Union Square. A 85-foot Shasta White Fir from the Carlton Tree Farm in Mount Shasta will be adorned with thousands of twinkling lights and 1,500 red and gold ornaments. For the seventh year, Macy's has made UCSF Children's Hospital the beneficiary of its annual tree lighting. For \$5, anyone can sponsor a light bulb to illuminate the tree; all proceeds go directly to the UCSF Children's Hospital's palliative care program, which supports families whose children have life-threatening illnesses. There will be musical performances and, of course, Santa Claus will lead thousands of holiday revelers in a spirited countdown before throwing the switch to light the tree.

Seattle

## MACY'S HOLIDAY PARADE

Nov. 27, 2009, 8:45 a.m. (presented by The Seattle Times)

The balloon floats and inflatables are making their annual appearance in this Seattle tradition and will incorporate more than 50,000 balloons to form giant floats. This year's parade will feature more than twenty balloon floats and inflatables, local high school marching bands, over 500 costumed characters and community drill teams. Other floats include a giant gingerbread house, a larger-than-life inflatable Frango(TM) box and Ukrainian Nesting Dolls. The parade concludes with Santa's arrival at Macy's on a festive balloon under a dramatic confetti snowstorm.

## HOLIDAY STAR LIGHTING AND FIREWORKS

Nov. 27, 2009, 5 p.m.

Macy's continues the tradition of the annual Holiday Star Lighting Ceremony. Held in conjunction with the Downtown Seattle Westlake Center tree lighting, the Holiday Star Lighting Ceremony will feature a spectacular fireworks display.

## SANTALAND

Nov. 27 to Dec. 24, 2009

Come see Santa in his new home located in the 4<sup>th</sup> and Pine window of the downtown Macy's store. Santa and his animated reindeer will be available for photos daily beginning on Nov. 27 after the Holiday Parade through Dec. 24.

St. Louis

## MACY'S HOLIDAY FESTIVAL OF LIGHTS

November 20<sup>th</sup>, 5 p.m. - Downtown St. Louis

Join us at Macy's Downtown St. Louis as we kick off the holiday season and light up the night! The excitement begins at Kiener plaza with musical entertainment followed by the arrival of our special guest of the evening, Santa Claus, who will help Mayor Francis Slay flip the switch to light the Salvation Army Tree of Lights. After the lighting of the tree, follow Santa's carriage to Macy's for five floors of holiday fun. Enjoy Radio Disney's holiday roadshow, Team States Acappella Revue, costumed carolers, Frilly and Miller, cookie decorating from Schnucks Culinaria, jugglers, clowns, face painters, holiday ornament making and much more holiday fun. And of course Santa Claus will be on hand to listen to your holiday wishes so remember to bring your camera. Free parking available at Macy's Downtown St. Louis Garage at 7<sup>th</sup> and Pine for those entering after 4p.m. The store will remain open to help you get a head start on your holiday shopping.

Washington, D.C.

## CHRISTMAS WINDOW UNVEILING AT MACY'S METRO CENTER



Nov. 24<sup>th</sup>, 5 p.m.

It's a holiday tradition as the Christmas windows are unveiled to kick off the holiday season! Thanks to the creative geniuses at Macy's, for the first time ever, the Macy's Metro Center holiday windows map the course of how millions of wish-filled letters leave the tiny hands of hopeful children and arrive to Santa himself. Hosted by music legend, Patti Labelle, the window unveiling will be a memorable holiday event for family and kids of all ages.

#### 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).

Source: Macy's