

December 9, 2009



## **Macy's is Calling All Virginias; Named Virginia? A \$10 Gift is Yours on Friday, Dec. 11 at Macy's**

**As Part of Its National Believe Day Celebration on Friday, Dec. 11, Macy's is Calling All with the Name Virginia for a Special Holiday Gift in Honor of Virginia O'Hanlon - the Inquisitive 8-Year-Old Who in 1897 Made the World Believe**

NEW YORK, Dec 09, 2009 (BUSINESS WIRE) -- Yes, Virginia, there is a Santa Claus ... and on Dec. 11, 2009 the spirit of generosity and goodwill will be alive at Macy's locations nationwide as Macy's declares National Believe Day. As part of this special day of celebration inspired by Macy's Believe campaign and centered on the famous editorial inspired by Virginia O'Hanlon in 1897, Macy's is calling all who share the name Virginia to stop by any Macy's store that day for a special holiday gift. Estimates suggest there are currently more than 525,000 Virginias in the United States.

In 1897, Virginia O'Hanlon wrote to the editor of the New York Sun newspaper inquiring about the existence of Santa Claus. Her letter inspired what is arguably the most famous editorial in history. Macy's Believe holiday campaign celebrates the concept of believing in the spirit and joy of the season by inspiring acts of kindness and generosity. The Believe campaign invites children of all ages to drop off letters - stamped and addressed to Santa at The North Pole - at any Macy's store in the Santa Mail letterbox. For each letter received, Macy's will donate \$1 to the Make-A-Wish Foundation, up to \$1 million, to grant the wishes of children with life-threatening medical conditions.

In celebration of Virginia O'Hanlon and the famous holiday editorial she inspired, Virginias across the country can stop by the Believe station at any Macy's store and receive a \$10 Macy's gift card. The special one-time-only offer runs from 8:00 a.m. to 6:00 p.m. on December 11, 2009, while supplies last. (Virginia can be first, middle or last name. ID required.)

Also on National Believe Day (Friday, Dec. 11), CBS will premiere the new animated holiday special - Yes, Virginia - at 8 p.m. ET/PT. Building on the story of Virginia O'Hanlon and the famous New York Sun editorial, the special takes us on a charming journey about the existence of Santa Claus and the curiosity amongst believers. During the creation of Yes, Virginia, a special wish was fulfilled for 10-year-old Wish child Taylor Hay - whose voice and likeness were captured for one of the characters. The film stars the voices of Neil Patrick Harris, Jennifer Love Hewitt and Alfred Molina.

Yes, Virginia was created and produced by Macy's and JWT in conjunction with The Ebeling Group and MEC Entertainment, a division of Mediaedge:cia.

Macy's will also have special newsboy street teams in more than 15 cities across the country on National Believe Day to reward do-gooders and random acts of kindness with Macy's

Believe Bonuses (\$25 Macy's gift cards).

### ***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<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 <http://www.macys.com/catalog/syndicated/remote/remotesyndication.ognc?Brand=PRESSRELEASE>.

Photos/Multimedia Gallery Available:

[http://www.businesswire.com/portal/site/home/permalink/?ndmViewId=multimedia\\_detail&eid=6117415&newsLang=en](http://www.businesswire.com/portal/site/home/permalink/?ndmViewId=multimedia_detail&eid=6117415&newsLang=en)

SOURCE: Macy's, Inc.

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