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## Macy's "Celebrates You" This Black History Month

Learn How to Discover Your Personal Style and Brand at Select Macy's Stores

NEW YORK--(BUSINESS WIRE)-- This February, in celebration of the remarkable contributions made by African-Americans, Macy's (NYSE:M) commemorates Black History Month with special events that celebrate you. In honor of African-Americans past and present who have made an impact in their communities and have inspired others to be their best selves, Macy's "Celebrates You" events will help individuals to discover their own "brand" - their unique voice, style and personality that will empower them to advance and achieve success, like the trailblazers before them.

In the tradition of storytelling, Macy's "Celebrates You" events will consist of panel discussions with local African-American leaders from community organizers and business executives to local trendsetters at 10 Macy's stores nationwide. These homegrown leaders will share with audiences their personal philosophies of success and give insight into the decisions and actions that have led them to be their best while inspiring others. Sheila P. Coates, founder and president of Be Your Own Brand(TM), will moderate these spirited discussions. Ms. Coates, a marketing and brand development expert with nearly two decades of experience, has guided the images of well-known celebrities at major entertainment conglomerates including Sony/BMG and Universal Music Group. Ms. Coates will also help participants understand the importance of personal branding and how defining an individual's visual brand can make a positive and enduring impact upon one's life and career.

"Every year, Macy's is proud to honor the contributions of African-Americans with our Black History Month events nationwide. This new initiative with Be Your Own Brand will serve to further inspire and empower our customers. This innovative program is a great complement to our slate of Black History Month events that range from cooking demonstrations to exhibits that celebrate African-American achievements throughout history," said Martine Reardon, Macy's executive vice president of marketing.

"We're not making you over - we're making you better; by helping you be the best you can be," said Sheila P. Coates, founder of Be Your Own Brand. "Discover your own brand and celebrate others who continue to be their own brand and make a statement."

Macy's Celebrates You events will take place in New York, Los Angeles, Houston, Chicago, Atlanta, Washington, DC, Detroit, Miami, Cincinnati and Philadelphia. At each gathering, in addition to the panel discussions, Macy's fashion experts from Alfani and Lancome will be on hand to put some of those image-making tips to use as they help customers enhance their personal brand with new clothing and makeup. Participants will also receive a one-day saving pass and a Black History Month engagement calendar with any purchase of \$50 or more.

## Macy's Celebrates You Event Locations

Macy's Beverly Center, Los Angeles, Feb. 4, 7:30 p.m.

Macy's Lenox Square, Atlanta, Feb. 6, 2 p.m.

Macy's Herald Square, New York, Feb. 9, 6 p.m.

Macy's Aventura, Miami, Feb. 13, 2 p.m.

Macy's Metro Center, Washington, DC, Feb. 17, 5:30 p.m.

Macy's Center City, Philadelphia, Feb. 18, 5:30 p.m.

Macy's on State Street, Chicago, Feb. 19, 12 p.m.

Macy's Kenwood Towne Centre, Cincinnati, Feb. 20, 2 p.m.

Macy's Somerset, Detroit, Feb. 27, 2 p.m.

Macy's Houston Galleria, Houston, Feb. 28, 3 p.m.

For a complete listing of Macy's Celebrates You and other Black History Month Events, please visit [www.macys.com/blackhistory](http://www.macys.com/blackhistory).

## 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).

## About Be Your Own Brand(TM)

Be Your Own Brand is a visual branding company - an innovative and interactive concept - that empowers people to "Speak volumes without saying a word..." by projecting who they are "visually and physically" using a personal branding statement. Sheila P. Coates is the engine behind BYOB with over 15 years of experience as an Entertainment Executive specializing in branding, character development and imaging. Be Your Own Brand is based on the foundational concept that "We become what we believe" and that each person possesses their own unique visual DNA. BYOB is dedicated to helping its clients discover and define their visual branding statements that are meant to empower, increase their competitive edge and leave a lasting impression.

For more information about Be Your Own Brand, please visit [www.byobunlimited.com](http://www.byobunlimited.com).

Source: Macy's