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Floral Fantasy Takes Flight: Macy's Flower Show(R) "Spring Is In The Air" Takes Root Sunday, March 28 - Sunday, April 11, 2010

Macy's Downtown Flagships Showcase a Floral Spectacular in New York, Philadelphia, Chicago, Minneapolis and San Francisco

NEW YORK--(BUSINESS WIRE)-- Spring will officially sprout on March 28 at Macy's (NYSE:M) as its downtown flagship stores are transformed into incredible floral wonderlands filled with brilliant colors, textures and the sweet smell of the season for Macy's Flower Show^(R) 2010. Lush landscapes covering a quarter million square feet are set to take root at five Macy's stores including Herald Square in New York City, Center City in Philadelphia, State Street in Chicago, Downtown Minneapolis and Union Square in San Francisco. From Sunday, March 28 through Sunday, April 11, 2010, Spring Is In The Air, the theme of this year's show, will fulfill the promise of spring with 35,000 varieties of flowers, plants and trees from around the world.

For more than 60 years, Macy's Flower Show has delighted generations of customers, amateur gardeners and floral aficionados alike, with its spectacular landscaped gardens that each year showcase millions of live flora. Blooming in unison despite the various climates from which they may originate, Macy's Flower Show offers spectators a one-of-a-kind opportunity to enjoy these wonders of nature, all together in an unexpected urban setting.

"Macy's Flower Show is a massive undertaking involving more than a year of planning and preparation, and an army of talented people who lovingly gather, transport and plant hundreds of thousands of brilliant plants and exotic trees to bring the spring season into full flower," said Robin Hall, executive producer of the annual event.

Spring Is In The Air, will reach new horizons with incredible elements that make the theme soar. From giant bugs, biplanes and kites that will hover above the indoor gardens to incredible giant hot air balloons that will hold aloft a spectacular floral display, Macy's Flower Show will provide a lush soaring escapade for winter-weary spectators. In addition to the ever-popular blossoming trees that line the aisles and corners of the Flower Show, the highlight of the colorful presentation will be the grand gateway Hot Air Balloon garden. Each featuring a lavishly planted basket, the high-flying balloons are adorned with a beautiful floral pattern inspired by The Martha Stewart Collection's "Watercolor Petals" print.

The big blooming displays don't stop at the sprouting landscaped gardens, they also extend to a Flower Show favorite - the Bouquet of the Day. A rotating highlight of the show, the Bouquet of the Day centerpieces are created by the nation's most renowned floral and entertaining designers. These decor wizards design one-of-a-kind extravagant confections that each convey the personal style of the designer - whether traditional, contemporary or abstract while taking the theme of the show to new levels of artistry.

The Macy's Flower Show also serves as the backdrop for two weeks of in-store special events including fashion shows, cooking demonstrations and celebrity appearances that will delight floral fanatics while celebrating the rejuvenating power of the season. Joining the floral spring fling, Macy's home departments will feature special designer tables created using patterns from the Martha Stewart Collection^(R) and Lenox. The beautifully appointed tables serve as an example of the many decorating ideas that spectators can use when setting their own special tables this spring.

Free to the public, Macy's Flower Show will be open during regular store hours*.

Macy's Flower Show enjoys the partnerships of Bachman's (Downtown Minneapolis) and The Philadelphia Horticultural Society (Center City). Macy's Flower Show is sponsored nationally in part by Chloe Fragrances, Norwegian Cruise Line and Wacoal. For additional information about these events included guided tours contact the Macy's Flower Show Hotline at (212) 494-4495, or visit www.macys.com/flowershow.

* All Macy's stores are closed on Easter Sunday.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6219541&lang=en>

Source: Macy's