

April 23, 2010



# Asian-Pacific Americans Take Center Stage This May as Macy's "Celebrates You"

## *Macy's Sets Special Events Programs in Celebration of Asian-Pacific American Heritage Month*

NEW YORK, Apr 23, 2010 (BUSINESS WIRE) --This May, in celebration of the unique and expansive contributions made by Asian-Pacific Americans, Macy's will launch its "Celebrates You" events, a series of in-store gatherings that showcase Asian-Pacific American influences in fashion and style. These special events are geared towards celebrating historic achievements, empowering participants and highlighting success stories.

Macy's Celebrates You events will consist of cocktail receptions featuring informal discussions on Asian-Pacific American heritage and success stories moderated by local media personalities, as well as fashion presentations highlighting Asian-American designers and Spring trends. The events will take place at five key Macy's stores nationwide including stores in New York, Houston, Chicago, San Francisco and Los Angeles.

The fashionable and informative fun begins with a discussion moderated by a local media personality with invited leaders. The conversations will include the panelist's stories of success and how they achieved it, the impact and influence that Asian-American designers have had on the industry, as well as the evolution of Asian-Pacific American fashion, style and beauty. Local stylists will then take participants to the runway for a fashion presentation featuring models from the National Association of Asian-American Professionals. Empowering participants through their choice of wardrobe and presentation is part of the fabric of Macy's Celebrates You events. In addition to the fashion show, participants can get helpful makeup tips from *Shiseido* who will be on hand for tutorials and one-on-one consultations at each event.

"Asian-Pacific Americans have had a tremendous impact on our nation and we are proud to celebrate these achievements with all of our Asian-Pacific American Heritage Month events nationwide. It's important to note that many of the best fashion designers in the industry come from this community. From Anna Sui who was first launched at Macy's to breakouts like Twinkle by Wenlan, Asian-Pacific American designers have made a indelible mark on fashion," said Martine Reardon, Macy's executive vice president of marketing.

Attendees to Macy's Celebrates You events will receive a free 15% off one-day savings pass. In addition, with any purchase of \$75 or more customers will receive a special Macy's "Celebrates You" umbrella\*.

Macy's Celebrates You Event Locations

Macy's Flushing- Queens, NY- Saturday, May 1; 2 p.m.  
Macy's Galleria at Hidalgo - Houston, TX - Saturday, May 1; 2 p.m.  
Macy's on State Street- Chicago, IL - Thursday, May 6; 6:30 p.m.  
Macy's Union Square - San Francisco, CA - Thursday, May 6; 6 p.m.  
Macy's South Coast Plaza - Los Angeles, CA - Saturday, May 15; 4 p.m.

For a complete listing of Macy's Celebrates You and other Asian-Pacific American Heritage Month Events, please visit [www.macys.com/asianheritage](http://www.macys.com/asianheritage).

\* while supplies last

## **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 [www.macys.com/pressroom](http://www.macys.com/pressroom).

SOURCE: Macy's, Inc.

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