



Macy's Raises More Than \$1.7 Million to Help The Trevor Project Expand its Suicide Prevention and Crisis Intervention Services for LGBTQ Youth

Macy's becomes The Trevor Project's largest 2021 Pride partner through 'Pride + Joy' campaign

New York, NY – July 1, 2021 – [The Trevor Project](#), the world's largest suicide prevention and crisis intervention organization for LGBTQ young people, announced today that Macy's raised more than \$1.7 million through its 'Pride + Joy' campaign, becoming the organization's largest 2021 Pride partner. The funds will help The Trevor Project scale its crisis services operations to reach a higher volume of the 1.8 million LGBTQ young people estimated to seriously consider suicide each year in the U.S.

Together with its customers and colleagues, in celebration of National LGBTQ Pride Month, Macy's launched a nationwide give-back campaign to increase awareness and raise funds to support The Trevor Project's much needed services. Throughout the month of June, Macy's customers rounded up their purchases to the nearest dollar (up to \$0.99), donating the change in stores from coast to coast. Additional funds were donated during checkout on macys.com and Macy's mobile app. Macy's also donated 10 percent of the purchase price of select exclusive merchandise including clothing, accessories, jewelry, and barware. In addition to fundraising, Macy's stores, digital and social platforms, showcased the organization's life-saving messages to millions highlighting the resources available to LGBTQ youth in crisis.

"It's so exciting to see this outpouring of support for LGBTQ young people from Macy's and their customers," said Amanda Ryan-Smith, Chief Development Officer for The Trevor Project. "Macy's contribution will help us directly serve 26,500 additional LGBTQ youth, many who live in Macy's communities across the country, ensuring they have critical support in moments of crisis. Nationwide, countless others have learned about The Trevor Project's crisis services and resources from Macy's in-store and online promotions. As our partnership continues to grow, we're so grateful to Macy's for their ongoing commitment to LGBTQ youth and their support of The Trevor Project."

To help The Trevor Project promote its 24/7 lifeline, chat, and text crisis services, Macy's also sponsored a new [PSA](#) featuring actor, singer, and Broadway star, Ben Platt. The PSA debuted across social media platforms on June 4, 2021, and promotes the organization's "Here"

campaign, which strives to spread a message to LGBTQ youth that The Trevor Project is here for them always, year-round, no matter their circumstances. Platt also highlights the importance of acceptance, citing The Trevor Project's original research: "acceptance from at least one adult can reduce the risk of LGBTQ youth suicide by 40%."

"We are thrilled that together with our customers and colleagues across the country we helped increase awareness of The Trevor Project's life-saving services for at-risk LGBTQ youth and raise record funds during Pride Month to expand the support they provide annually in communities nationwide," said Shawn Outler, Macy's chief diversity officer. "The more than decade-long partnership between Macy's and The Trevor Project continues to create meaningful change, externally and for our colleagues. From fundraising to ally training, our collaboration serves as a prime testament to Macy's ongoing commitment to positively impact, represent and honor the lives of the LGBTQ community year-round."

Macy's has supported The Trevor Project through a variety of initiatives for more than a decade. As The Trevor Project's national Pride partner, in the last 3 years alone, Macy's has helped raise more than \$3.3 million for the organization's life-saving mission.

About The Trevor Project

[The Trevor Project](#) is the world's largest suicide prevention and crisis intervention organization for lesbian, gay, bisexual, transgender, queer & questioning (LGBTQ) young people. The Trevor Project offers a suite of 24/7 crisis intervention and suicide prevention programs, including [TrevorLifeline](#), [TrevorText](#), and [TrevorChat](#) as well as the world's largest safe space social networking site for LGBTQ youth, [TrevorSpace](#). Trevor also operates an education program with resources for youth-serving adults and organizations, an advocacy department fighting for pro-LGBTQ legislation and against anti-LGBTQ rhetoric/policy positions, and a research team to discover the most effective means to help young LGBTQ people in crisis and end suicide. If you or someone you know is feeling hopeless or suicidal, our trained crisis counselors are available 24/7 at 1-866-488-7386 via chat www.TheTrevorProject.org/Help, or by texting START to 678-678.

About Macy's

Macy's is America's Department Store. For more than 160 years, Macy's, the largest retail brand of Macy's, Inc., has served generations at every stage of their lives. Through a digitally led shopping experience powered by macys.com, our award-winning mobile app, and a nationwide portfolio of stores, Macy's customers come to us for fashion, value and high-quality products. We are proud of our heritage and the unique role we play in American culture and tradition. We celebrate occasions big and small, and have created decades of memorable experiences through Macy's 4th of July Fireworks® and Macy's Thanksgiving Day Parade®, as well as spectacular fashion shows, culinary events, flower shows, and celebrity appearances. With the collective support of our customers and colleagues, Macy's helps make a difference in every market we serve, supporting local and national charities through funding and volunteer service. With fashion, value and celebration as our guide, Macy's makes life shine brighter for our customers, colleagues, and communities. For more information, please visit macysinc.com.

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