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macy's inc

Macy's Makes Mom the Star This Mother's Day with Gifts That Say "Thank You" All Year Long

Join Macy's "Thank a Mom" movement by sending a free, personalized Facebook message and Macy's will donate \$5, up to a total of \$400,000, to your choice of five mom-approved charities

NEW YORK--(BUSINESS WIRE)-- This Mother's Day, Macy's (NYSE:M) has fresh, new gift ideas for every mom on your list, plus say "thanks" online and Macy's will donate to one of five mom-approved charities in Mom's honor! From sparkling jewels that light up her eyes to perfumes that sweeten her wrist and a mom appreciation movement that gives back to one of her favorite causes, make sure this Mother's Day is one she will always remember. With fun, affordable items that will make her feel good from head-to-toe, Macy's is your one-stop-shopping destination for gifts that say, "Thank you, Mom!"

Join Macy's "Thank a Mom" movement by sending a free, personalized Facebook message and Macy's will donate \$5, up to a total of \$400,000, to your choice of five mom-approved charities. (Photo: Business Wire)

By visiting facebook.com/Macys beginning April 24, you can share the love and join Macy's "Thank-a-Mom Movement" by sending a free, personalized Facebook message. In return, Macy's will donate \$5 in her fabulous honor, up to a total of \$400,000, to one of the following five "mom-approved" charities: American Heart Association's Go Red For Women^(R) movement, Futures Without Violence^(R) formerly Family Violence Prevention Fund, Make-A-Wish Foundation^(R), National Park Foundation^(R) and Reading Is Fundamental^(R).

"Thank Mom for all of her love and hard work this Mother's Day with a thoughtful gift suited to her unique style," said Linda Lee, group vice president of Macy's By Appointment. "Whether she's classic or trend-setting for fashion or home, Macy's offers gifts that are personal, touching and guaranteed to celebrate each mom in just the right way."

For moms that prefer fashion, find affordable accessories and beauty items sure to make her glow from the inside out. From rich corals and bright whites to bold floral prints, fashion and accessories shape Mom into a budding and beautiful fashionista this spring. Ruffles take center stage on ultra-feminine blouses from Sunny Leigh that Mom will continue to wear into warmer weather. Printed fit and flare dresses in floral motifs from Alfani and lightweight white wrap dresses from Calvin Klein are easy silhouettes for Mom to take from day to evening.

Make Mom sparkle for that special event with costume jewelry from Anne Klein, Givenchy and Jones New York. For a day with the kids, any mom will appreciate an Anne Klein or Marc by Marc Jacobs timely keepsake that will keep her on track during those very busy days. Find an easy solution to your gifting woes with a straw handbag by Jessica Simpson

or a Dooney & Bourke floral tote, perfect to accent her fun-loving attitude. With her fashion fix in check, Mom will need some well-deserved pampering to complete her look; awaken her senses with elegant and modern fragrances like the new Issey Miyake L'Eau D'Issey Florale and Chloe Rose Edition perfumes.

Not sure of her size? Gift cards are always a perfect fit for anyone on your list-- including Mom! With the best brands, value and service, Macy's has something for every mother in your life. Still unsure of what to buy for Mother's Day? Stop by Macy's By Appointment, a complimentary personal shopping service, for those customers who need extra help when it comes to shopping for Mom.

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^(R) and the Macy's Thanksgiving Day Parade^(R), 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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6697104&lang=en>

Source: Macy's, Inc.