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CONTACT: Marissa Nicolaescu
646-429-5232
marissa.nicolaescu@macys.com

THE POWER OF PINK PREVAILS AT MACY’S IN THE FIGHT AGAINST BREAST CANCER

Support the cause with the new, limited-edition Ralph Lauren Pink Pony Bracelet and other pretty and powerful pink products

NEW YORK, NY – October 3, 2016 – This October, Macy’s is once again inviting customers to “think pink” and show their support in the fight against breast cancer through an inspirational and fashionable campaign that heightens awareness and turns the fundraising focus on a disease that affects not only women, but those who love them. Throughout the month of October, the power of pink will prevail with exclusive merchandise, including fashion, cosmetics and items for the home, in addition to Ralph Lauren Pink Pony apparel. And, for the first time, those united in the fight will be able to show their support through a new, limited-edition Pink Pony Bracelet that benefits the Pink Pony Fund of The Ralph Lauren Foundation (available in-store only from Sept. 28 to Oct. 10). With a plentitude of pink, Macy’s celebrates Breast Cancer Awareness Month with style and strength.

“Macy’s long-standing commitment to the breast cancer awareness movement is incredibly inspiring” states Holly Thomas, Macy’s group vice president of cause marketing. “Our ongoing dedication to charitable causes makes an even greater impact with the support of our employees and our terrific partners, such as Ralph Lauren, who join forces toward a common goal. And, of course, we are so grateful to our customers who continue to show their generosity by shopping at our stores and in our dedicated online “Pink Shop” in a quest to raise awareness and champion the fight against breast cancer.”

Pink Pony
For the fourth consecutive year, Macy’s has joined forces with the Pink Pony Fund, Ralph Lauren Corporation’s worldwide initiative in the fight against cancer. This year, the Pink Pony Campaign is launching for the first time, a limited-edition Pink Pony Bracelet which will be exclusively sold at most Macy’s full-line stores across the country. The bracelet is made of pink adjustable cord, decorated with a pink enameled iconic polo player charm and engraved with Ralph Lauren script on the back. The bracelet will be available in-store for $5 ($4 of which benefits the Pink Pony Fund of The Ralph Lauren Foundation) from Sept. 28 through Oct. 10 and customers who purchase it will also receive a special discount up to 25 percent on a wide assortment of merchandise at most full-line Macy’s stores nationwide (with applied exclusions). Also new to the campaign this year is the Pink Pony limited-edition fragrance, “Ralph Lauren Tender Romance,” of which 15 percent of the purchase price* will be donated to the Pink Pony Fund of The Ralph Lauren Foundation. And finally, a special collection of t-shirts
and active wear will transform Polo Ralph Lauren shops into Pink Pony destinations in 16 Macy’s locations across the country and online at macys.com/ralphlauren. Twenty-five percent of the purchase price of all other Pink Pony products sold in the United States will benefit the Pink Pony Fund of The Ralph Lauren Foundation for causes devoted to cancer awareness, education and research. Since its launch in 2013, this exclusive partnership has raised more than $5.5 million for the cause.

Pink Shop at macys.com
Macy’s online Pink Shop at macys.com/pink will also offer a specially-curated collection of incredible fashion and home brands including Coach, Carolee, Charter Club, Guess, Ideology, KitchenAid, Material Girl Active, Movado, Sunglass Hut, Thalia Sodi and Under Armour, with each donating a portion of the sale of special pink merchandise to various organizations such as the Breast Cancer Research Foundation (BCRF). And this year, Macy’s Ideology brand is pleased to have made a $100,000 donation to BCRF and to have created a special collection of active wear that promotes breast cancer awareness. From hoodies and tank tops to graphic-tees, sweatshirts and leggings, these special items spark inspiration to “Fight Like a Girl” and look good while doing it. To learn more visit macys.com/ideology.

Shoppers will even have the opportunity to freshen up their fall beauty routines with finds from the industry’s most sought after cosmetic and fragrance brands such as Bobbi Brown, Clinique, Conair, Estee Lauder and Origins. The complete assortment of passionately pink items that support the cause will be available online at macys.com/pink beginning Sept, 26.

BCRF Beauty Box
Because big things really do come in small packages, Macy’s is proud to join the Estée Lauder Companies’ Breast Cancer Awareness (BCA) Campaign to support the Breast Cancer Research Foundation (BCRF) through the sale of the BCRF Beauty Sampler, available in select Macy’s locations. Macy’s will donate 20 percent to BCRF from now until Dec. 31, 2016 for each sampler box purchased for $20. Each BCRF Beauty Sampler contains eight travel-size samples from The Estée Lauder Companies’ favorite beauty brands.

According to the American Cancer Society, more than 200,000 new cases of invasive breast cancer (Stages I-IV) are diagnosed among women in the United States in a year, resulting in approximately 40,000 deaths. Breast cancer is the second leading cause of cancer death in women, after lung cancer. Through various partnerships and joint efforts, Macy’s maintains a steadfast dedication to finding a cure. This year’s program is targeted to reaching customers in every aspect of their lives.

*Ralph Lauren Fragrances will donate to the Pink Pony Fund of The Ralph Lauren Foundation 100 percent of the profits equal to approximately 15 percent of the purchase price for each “Ralph Lauren Tender Romance” Pink Pony limited-edition fragrance purchased in the 50 United States, Puerto Rico or Washington, D.C. through authorized distributors from Oct. 1, 2016 to Oct. 31, 2016 with a minimum guaranteed donation of $100,000 from the sale of these products. No portion of the purchase price is tax deductible.
About Macy's

Macy's, the largest retail brand of Macy's, Inc. (NYSE:M), delivers fashion and affordable luxury to customers at 734 locations in 45 states, the District of Columbia, Puerto Rico and Guam, as well as to customers in the U.S. and more than 100 international destinations through its leading online store at macys.com. Via its stores, e-commerce site, mobile and social platforms, Macy's offers 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® and the Macy's Thanksgiving Day Parade®, as well as spectacular fashion shows, culinary events, flower shows and celebrity appearances. Macy's flagship stores -- including Herald Square in New York City, Union Square in San Francisco, State Street in Chicago, and Dadeland in Miami and South Coast Plaza in southern California -- are known internationally and are leading destinations for visitors. Building on a more than 150-year tradition, and with the collective support of customers and employees, Macy's helps strengthen communities by supporting local and national charities giving more than $69 million each year to help make a difference in the lives of our customers.

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