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MACY'S AND MAKE-A-WISH® CELEBRATE THE 10TH ANNIVERSARY OF THE BELIEVE CAMPAIGN

The signature Santa letter writing program returns to Macy's stores and macys.com this season, as the campaign continues to inspire us all to believe

NEW YORK, NY – November 2, 2017 – Beginning tomorrow, Macy's will ring in the holiday season with its 10th annual Believe campaign to benefit Make-A-Wish, marking a decade of work inspired by the tangible impact of love and generosity. To take part in this year's anniversary campaign, believers of all ages are invited to visit their local Macy's store where they can drop their letters to Santa into the red letterboxes or submit a letter online at macys.com/believe. For each letter collected in-store and online from Nov. 3 through Dec. 24, Macy's will donate \$1, up to \$1 million, to Make-A-Wish to help grant the wishes of children with critical illnesses.

Since the launch of Believe in 2008, Macy's has donated more than \$15 million to Make-A-Wish through this annual campaign, and helped to grant thousands of wishes. The impact of wish fulfillments is undeniable and widespread – not only do they increase hope and happiness for wish kids, but their families, volunteers, supporters, medical professionals and entire communities are transformed by the experience.

"We couldn't imagine the overwhelming response the Believe campaign would inspire when we introduced it 10 years ago," said Holly Thomas, group vice president of Cause Marketing for Macy's. "We have collected millions of letters throughout the years – each one representing an individual who was moved by the message of hope, love and generosity. The result has been the creation of a holiday tradition for families across the country, and ultimately, wish fulfillments that deliver joy and hope to the most amazing children. Macy's is incredibly proud to play a part in that magic."

"We could not be more grateful to be celebrating the 10th anniversary of the Believe campaign with Macy's," said David Williams, chief executive officer for Make-A-Wish America. "Thanks to the generosity of Macy's and its customers, thousands of wishes have been granted and lives have been transformed. Research shows that having a wish granted can positively impact a child's medical journey and that's something everyone who writes a letter to Santa online or at their local Macy's can be a part of this holiday season."

Virginia's Story

The heart of the Believe campaign is the true story of Virginia O'Hanlon – an 8-year-old child who wrote a letter to the *New York Sun* newspaper asking if there really was a Santa Claus. The response from the

paper's editor, Francis P. Church, became an iconic piece of journalistic history. "Yes, Virginia, there is a Santa Claus," Church wrote. "He exists as certainly as love and generosity and devotion exist." Nearly 120 years after Church's imaginative reply was published, his words continue to remind us that love and kindness can have a tangible impact on the lives of others, if we only believe in their power and rally to their cause.

Fans of the story that inspired Believe can also learn more by tuning in to watch the "Yes, Virginia" animated film, available online at youtube.com/macys. The award-winning, half-hour holiday special features former wish child Taylor Hay, who had her own wish granted when her voice was captured for one of the film's characters, alongside an all-star cast including Neil Patrick Harris, Jennifer Love Hewitt, Alfred Molina and Beatrice Miller in the title role.

To learn more about Macy's Believe campaign, visit macys.com/believe. For additional media materials, including images and b-roll, visit pimsmultimedia.com/macys-holiday2017/believe.

About Macy's

Macy's, the largest retail brand of Macy's, Inc. delivers fashion and affordable luxury to customers at approximately 670 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 \$54 million each year, plus 180,000 hours of volunteer service, to help make a difference in the lives of our customers.

For Macy's media materials, including images and contacts, please visit our online pressroom at macys.com/pressroom.

About Make-A-Wish

Make-A-Wish grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. According to a 2011 U.S. study of wish impact, most health professionals surveyed believe a wish-come-true has positive impacts on the health of children. Kids say wishes give them renewed strength to fight their illness, and their parents say these experiences help strengthen the entire family. Headquartered in Phoenix, Make-A-Wish is one of the world's leading children's charities, serving children in every community in the United States and its territories. With the help of generous donors and more than 28,000 volunteers, Make-A-Wish grants a wish somewhere in the country every 35 minutes. It has granted more than 300,000 wishes since its inception in 1980; more than 14,800 in 2015 alone. Visit Make-A-Wish at www.wish.org to learn more.

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