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**MACY’S AND MAKE-A-WISH® GRANT MORE THAN 50 WISHES ACROSS AMERICA TO CELEBRATE NATIONAL BELIEVE DAY**

 *To mark the occasion, Macy’s will offer a double donation for all letters to Santa
collected in stores and online at macys.com/believe on Fri. Dec. 11*

**NEW YORK, NY – December 8, 2015 –** Magical wishes will be granted to children across the country with life-threatening medical conditions, as Macy’s and Make-A-Wish celebrate the seventh annual National Believe Day on Friday, Dec. 11. A day devoted to observing the season’s spirit of generosity and goodwill, more than 50 “Wishes Across America” will be granted and Macy’s will mark the day with a double donation for the iconic Believe letter writing campaign.

“National Believe Day is the cornerstone of our Believe program, where we offer double the donation for Santa letters collected and grant wishes to children nationwide, making a life-changing impact on their families, friends and local communities,” said Martine Reardon, Macy’s chief marketing officer. “We’re excited to see the response from our associates and customers, and hope to again extend our campaign goal and raise an additional $1 million for Make-A-Wish.”

All season long, Macy’s has invited customers to drop their stamped letters to Santa at their local Macy’s store or send a digital letter via macys.com/believe. Macy’s will donate $1, up to $1 million, to Make-A-Wish for every letter collected through Dec. 24. New for this year, letters sent to Santa through Macy’s Wish Writer™ stylus and app also benefit Make-A-Wish. Available for $14.99 at approximately 600 Macy’s stores and on macys.com, the Wish Writer is a fun way for kids to play games and write a magical letter to Santa. One dollar from each stylus purchase will also go to Make-A-Wish.

**National Believe Day**
For every letter sent on National Believe Day, Macy’s will offer a double donation – providing an additional $1 to Make-A-Wish, up to an extra $1 million, above the existing $1 million campaign goal.

The Believe campaign was inspired by the true story of 8-year-old Virginia, who wrote a letter to the New York Sun newspaper in 1897 asking about the existence of Santa Claus. The paper’s response, “Yes, Virginia, there is a Santa Claus …,” written by Francis P. Church, became one of the most famous newspaper editorials of all time. Since 2003, Macy’s has raised $90 million for Make-A-Wish, with $10.8 million donated through the Believe campaign.

(more)

**Tune In to “Yes, Virginia”**
Next Friday, Dec. 18, the “Yes, Virginia” animated television special will return with the story of Virginia. The award-winning, half-hour holiday program features an all-star cast including Neil Patrick Harris, Jennifer Love Hewitt, Alfred Molina, and Beatrice Miller in the title role. “Yes, Virginia,” presented by Macy’s, will air on ABC at 8:30 p.m. ET/7:30 p.m. CT (check local listings).

“Yes, Virginia The Musical” was adapted from the animated special “Yes, Virginia,” written by Chris Plehal, created and produced by Macy's and J. Walter Thompson in conjunction with The Ebeling Group and MEC Entertainment, a division of Mediaedge:cia. “Yes, Virginia The Musical” was written by Wesley Whatley (music) and William Schermerhorn (book and lyrics), the Emmy® Award-winning creative team behind the original song “Yes, Virginia (There's A Santa Claus).”

To learn more about Macy’s Believe campaign, plus view “The Wish Writer” film visit [macys.com/believe](http://social.macys.com/believe/?cm_mmc=VanityUrl-_-believe-_-n-_-n). For a link to “The Wish Writer” film, click [here](https://www.youtube.com/watch?v=sBMg1bpFK7w). For additional media materials, including images and b-roll: <http://pimsmultimedia.com/macys-holiday2015/believe.php>.

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**About Macy’s**Macy's, the largest retail brand of Macy's, Inc., delivers fashion and affordable luxury to customers at approximately 775 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.

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 27,000 volunteers, Make-A-Wish grants a wish somewhere in the country every 37 minutes. It has granted more than 254,000 wishes since its inception in 1980; more than 14,200 in 2014 alone. Visit Make-A-Wish at www.wish.org to learn more.