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MACY'S AND MAKE-A-WISH® INVITE CUSTOMERS TO SEND LETTERS AND DELIVER WISHES AS PART OF 13TH ANNUAL BELIEVE CAMPAIGN

Macy's Believe campaign offers customers the opportunity to write their letters to Santa online or safely drop-off in-store – for every letter received, Macy's will donate \$1 to Make-A-Wish, up to \$1 million

This year's campaign introduces National Believe Week in December, doubling donations to \$2 per letter, up to an additional \$1 million, and encouraging letter drops at Macy's Curbside Pickup

NEW YORK – October 26, 2020 – Today, Macy's announces the launch of its beloved Believe letter-writing campaign, in partnership with [Make-A-Wish](#), giving believers of all ages the opportunity to send letters and deliver wishes. From Monday, Oct. 26 through Thursday, Dec. 24, for every letter sent to Santa online at macys.com/believe or dropped off in Macy's stores, Macy's will donate \$1 to Make-A-Wish, up to \$1 million, to help children fighting critical illnesses' life-changing wishes come true.

This year, Macy's offers even more ways for customers to give back with a three week, in-store round up campaign. From Monday, Oct. 26 through Sunday, Nov. 15, customers can round-up their in-store purchases to the nearest dollar amount and donate the change (up to \$0.99) to benefit Make-A-Wish. Additionally, throughout the campaign, customers can donate online when shopping at macys.com.

"Macy's Believe campaign showcases the power of a wish and captures the joy of the holiday season by bringing communities together across the country to help grant wishes," said Sam Di Scipio, Macy's senior director of corporate communications, giving and volunteerism. "While this year has brought many challenges, especially to Make-A-Wish children and their families, we are proud of the way our teams have reimagined Macy's Believe campaign to continue to make life shine brighter for those in need."

Since 2003, Macy's has donated more than \$132 million to Make-A-Wish, including more than \$21 million through the retailer's annual Believe campaign, helping grant more than 15,500 wishes and impact more than 3.1 million people, including wish kids and their families, volunteers, community groups, medical professionals and more.

"Over the last 17 years, Macy's has truly embodied the Make-A-Wish mission by helping deliver experiences of joy to thousands of children so they can look forward to tomorrow," said Richard K. Davis, president and CEO of Make-A-Wish America. "We are extremely grateful for their generosity in continuing to invite communities to bring joy back into the lives of children with critical illnesses through the Believe campaign."

Wishes granted through Macy's Believe campaign deliver hope and joy to wish kids and their families when they need it most. The impact of a wish forever transforms the lives of Make-A-Wish children battling critical illnesses and provides hope and strength needed to fight harder and look forward to tomorrow. This year, Macy's will help grant wishes across the country, including these during the Believe campaign.

- Austin, TX – 6-year-old Elizabeth, diagnosed with leukemia, wishes “to design a dress”
- Seattle, WA – 14-year-old Harry, diagnosed with lymphoma, wishes “to give care packages to cancer patients at Seattle Children’s Hospital”
- Brooklyn, NY – 5-year-old Kennise, diagnosed with leukemia, wishes “to stay in a castle”

Elizabeth’s Dress

This year’s campaign features 6-year-old Elizabeth, a Make-A-Wish child diagnosed with leukemia, whose wish to design a dress is coming true. Thanks to the style experts at Macy’s Fashion Office and I.N.C. International Concepts, only at Macy’s, Elizabeth had the opportunity to design a colorful floral maxi dress. Elizabeth’s exclusive design is now available [online at macys.com](https://www.macys.com) and will be available at 12 Macy’s stores this November. In the spirit of giving back this holiday season, 20 percent of the purchase price of Elizabeth’s dress (through Dec. 31) will benefit Make-A-Wish.

Product images, photos of Elizabeth’s Macy’s Fashion Office experience and video footage of Elizabeth and family unboxing her dress design for the first time is [available here](#).

National Believe Week

New this year, National Believe Day will be expanded to National Believe Week and will provide customers the opportunity to double their donations (\$2 per letter, up to an additional \$1 million) for a full week from Sunday, Nov. 29 through Saturday, Dec. 5. In celebration, Macy’s stores, Make-A-Wish chapters and community partners across the country will host digital letter parties and encourage letter drop offs through Macy’s Curbside Pickup for enhanced safety.

Teacher & Parent Toolkit

Macy’s Believe Teacher & Parent Engagement Toolkit provides resources and lesson plans for teachers and parents to easily execute within the new environment of virtual learning. These educational materials, created in partnership with The Learning Experience, include letter writing guides, holiday activities and more offering fun and unique ways for children to learn the importance of giving back to those in need.

Holiday Gifting

Spread holiday cheer with gifts that give back to Make-A-Wish. \$2 of the purchase price of Macy’s exclusive Believe bracelet will benefit Make-A-Wish through Dec. 31. Add a holiday tradition this year by styling the entire family in matching family pajamas from Macy’s. On Giving Tuesday (Tuesday, Dec. 1), 20 percent of the purchase price (up to a total of \$10,000) from [Macy’s Family Pajama capsule](#) will benefit Make-A-Wish.

Health and safety continue to be a priority this holiday season. Macy’s 2020 Believe campaign offers digital letter writing experiences ensuring customers and communities feel comfortable with enhanced safety measures in place. In addition to writing letters to Santa, find writing guides, local wish stories and more at [macys.com/believe](https://www.macys.com/believe). Join the conversation on social by tagging #MacysBelieve.

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About Macy’s

Macy’s is America’s Department Store. For more than 160 years, Macy’s has served generations at every stage of their lives. 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.

About Make-A-Wish®

Make-A-Wish creates life-changing wishes for children with critical illnesses. We seek to bring every eligible child's wish to life because every child deserves a childhood. Research shows children who have wishes granted can build the physical and emotional strength they need to fight their illness. This year marks the 40th anniversary of the wish that inspired the founding of the organization in 1980. Since then, Make-A-Wish has become the world's leading children's wish-granting organization, serving children in every community in the United States and in nearly 50 countries worldwide. Together, generous donors, supporters, staff and more than 34,000 volunteers across the U.S. unite to deliver hope to wish kids and their families when they need it most. In total, Make-A-Wish has granted more than 330,000 wishes to children in the U.S. and its territories; more than 15,800 wishes in 2019 alone. For more information about Make-A-Wish America and the 40th anniversary, visit wish.org.