

**Macy's Celebrates Pride + Joy with the LGBTQ Community**  
**Tuesday, June 03, 2014 02:05:00 PM (GMT)**

*Macy's honors National Pride Month with participation in 23 Pride parades, special events in-store and through a returning partnership with the Human Rights Campaign®*

This June, Macy's (NYSE:M) commemorates National LGBTQ Pride Month with its celebratory campaign, Pride + Joy, featuring a wide array of in-store events, specialty merchandise, commemorative advertising and sponsorships. Pride + Joy, the company's annual LGBTQ campaign continues to highlight Macy's long-standing commitment to diversity, inclusion and respect.

"We are happy to celebrate National Pride Month with our employees, customers and the LGBTQ community through our annual Pride + Joy campaign," said William Hawthorne, senior vice president, Diversity Strategies and Legal Affairs, Macy's, Inc. "Not only are we able to support the LGBTQ community through festive celebrations and community initiatives, but we are also giving back through our long-standing support of the Human Rights Campaign, as well as the support we provide to local organizations that are making a difference in this community."

With special events featuring the latest fashions, personal appearances, commemorative advertising and window treatments, as well as exclusive Human Rights Campaign (HRC) merchandise, Macy's acknowledges and celebrates the rich diversity of our society. Inclusion is Macy's core value and to honor this commitment to equality, Macy's employees and their friends and family will take to the streets, once again marching in local festivities in a 23-city parade of Pride.

Together, Macy's employees and LGBTQ supporters helped kick off Pride celebrations earlier this year in Phoenix; Miami and Melbourne, FL; Cincinnati; and Kansas City, MO. Throughout the months of June, July, August and October, Macy's Pride will be in full effect during 18 more parades in the following cities: Birmingham, AL; Los Angeles, CA; Pittsburgh; Boston; Columbus, OH; Houston; Minneapolis; New York; San Francisco; Seattle; St. Petersburg, FL; Chicago; St. Louis; Lexington, KY; San Diego; Columbus, MO; Orlando, FL; and Atlanta. A Macy's red star balloon will fly high and proud at many of the parades, as employees distribute Macy's Pride + Joy keepsakes.

Via partnerships with national and local organizations such as The Human Rights Campaign (HRC); Hetrick-Martin Institute (HMI); and the New York City Anti-Violence Project (AVP); Macy's support of the LGBTQ community goes beyond celebrations and extends to assistance provided through groups that help better the lives of all LGBTQ Americans.

"Over the course of the three years of HRC's pop-up partnership with Macy's, the LGBT equality landscape has rapidly changed with significant victories all across this country," said Don Kiser, HRC's Creative Director. "We are thrilled that, once again, Macy's proudly stands with us on the right side of history as we remain fully committed to bringing full equality to everyone, everywhere."

For its consistent support of the LGBTQ community, Macy's has received numerous top honors and awards for its outstanding record. This year, Macy's continued partnership with the HRC, will be evident in-store throughout the month of June when HRC's "Everyone - Everywhere" and "I Stand On the Right Side of History" merchandise is available for sale at select locations including Macy's Beverly Center (Los Angeles, CA); Easton (Columbus, OH); Fountain Place (Cincinnati); Downtown Minneapolis, Union Square (San Francisco); and West County (St. Louis). One hundred percent of the proceeds from the sale of this merchandise including t-shirts, hoodie's and hats will go to support HRC's fight for LGBTQ equality. The special merchandise will also be available in October at Macy's Cumberland (Atlanta).

For more information on Macy's Pride + Joy campaign, please visit [macys.com/celebrate](http://macys.com/celebrate). The site features information on Macy's Wedding & Gift Registry which welcomes all couples, as well as Pride in-store events listings, background on Macy's national Pride partners; and more.

**About Macy's**

Macy's, the largest retail brand of Macy's, Inc., delivers fashion and affordable luxury to customers at

approximately 800 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, 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, employees and Macy's Foundation, Macy's helps strengthen communities by supporting local and national charities giving more than \$70 million each year to help 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](http://www.macys.com/pressroom).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140603006315/en/>

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1.2

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**Languages:** English

**Primary Identifiers:** M-US

**Related Identifiers:** M-US, M

**Source:** Macy's

**Subjects:** Contract/Agreement, Product/Service, Photo/Multimedia, Event