

**Macy's Celebrates Pride + Joy with the LGBTQ Community**  
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*Macy's marks National Pride Month celebrations with nationwide initiatives including sponsorship and participation in 23 Pride parades, special in-store events and partnership with the Human Rights Campaign*

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This June, Macy's (NYSE:M) celebrates *Family + Friends, Love + Life, Equality + Respect, Pride + Joy* with millions in commemoration of National LGBTQ Pride Month. Highlighting Macy's long-standing commitment to diversity, inclusion and respect, the company and its employees join in a parade of pride across the nation with special sponsorships and participation in 23 Pride parades, in-store events nationwide and special merchandise that helps support the fight for LGBTQ equality.

"Diversity and inclusion is at the core of our success in growing relationships with our customers and partners. Macy's is proud to recognize and honor our LGBTQ employees and customers during Pride Month with our nationwide Pride + Joy campaign. These festive celebrations and community initiatives showcase our steadfast commitment to inclusiveness in all aspects of our business," said William Hawthorne, senior vice president, Diversity Strategies and Legal Affairs, Macy's, Inc. "During Pride Month and throughout the year, we will remain committed to supporting the LGBTQ community through a variety of initiatives including our long-standing partnership with the Human Rights Campaign."

Macy's Pride + Joy celebration features a multitude of in-store events, special merchandise that supports the fight for equality, commemorative advertising and window displays, gift registry booths for couples in select cities, celebrity appearances, as well as sponsorship and employee participation in Pride parades across the country.

Via partnerships with national and local organizations such as The Trevor Project, 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.

For its consistent support of the LGBTQ community, Macy's has received numerous top honors and awards for its outstanding record. This year, through Macy's continued partnership with the HRC, throughout the month of June HRC's "Love Conquers Hate" merchandise will be available for sale at select locations including Macy's Beverly Center (Los Angeles, CA); Easton (Columbus, OH); Fountain Place (Cincinnati, OH); Herald Square (New York, NY); Downtown Minneapolis; Union Square (San Francisco, CA); and West County (St. Louis, MO). One hundred percent of the proceeds from the sale of this merchandise including t-shirts, sweaters, hats and dog tags will go to support HRC's fight for LGBTQ equality. The special merchandise will also be available in October at Macy's Cumberland (Atlanta, GA).

"With HRC pop-up shops in eight Macy's locations across the country, Macy's and HRC are taking the powerful yet simple message of 'Love Conquers Hate' to an unprecedented number of fair-minded Americans who support equality," said Don Kiser, HRC's Creative Director. "With the winds of change at our backs, we're proud Macy's is choosing to proudly stand with us on the right side of history."

For Macy's employees, the highlight of Pride celebrations is participation in parades in 23 markets nationwide. Macy's participants helped kick-off Pride celebrations earlier this year in Phoenix, AZ; Miami and Melbourne, FL; Birmingham, AL; 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: Los Angeles, CA; Boston, MA; Pittsburgh, PA; Columbus, OH; Houston, TX; Minneapolis, MN; Cincinnati, OH; New York, NY; San Francisco, CA; Seattle, WA; St. Petersburg, FL; Chicago, IL; St. Louis, MO; Lexington, KY; San Diego, CA; Columbia, MO; Orlando, FL; and Atlanta, GA. At many of these parades employees will fly a Macy's red star balloon and will distribute special Pride + Joy items to the crowds.

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 including The Trevor Project and Human Rights Campaign 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).

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