

Macy's Celebrates Pride + Joy
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Macy's marks Pride Month celebrations with special nationwide initiatives including sponsorship and participation in Pride parades, special Human Rights Campaign merchandise shops and celebrity appearances by Johnny Weir, "RuPaul's Drag Race" stars Pandora Boxx and Alexis Mateo, and "Real Housewives of Atlanta" breakout star Miss Lawrence

It's about Pride + Joy at Macy's this June, as the retailer joins millions in celebration of LGBT Pride Month. As a proud supporter of diversity, inclusion in the workforce and support of all consumers, Macy's marks Pride Month with a host of special initiatives nationwide.

Macy's celebrates Pride with special initiatives nationwide. (Photo: Business Wire)

Pride + Joy, Macy's Pride Month celebration campaign, features a multitude of in-store fashion events, commemorative advertising and window displays, Pride merchandise in select stores, gift registry booths for couples in key cities, celebrity appearances, as well as sponsorship and employee participation

in Pride parades across the country.

"Macy's is proud to recognize and honor our LGBT 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 Corliss Fong, Macy's vice president of diversity strategies. "During Pride Month and throughout the year, we will remain committed to supporting the LGBT community through a variety of initiatives including our long-standing partnership with the Human Rights Campaign."

The highlight of Pride Month celebrations will be Macy's employee participation in Pride parades in 20 markets nationwide. Macy's employees helped kick off Pride celebrations earlier this year in Phoenix, AZ, Miami and Melbourne, FL, and will participate in 17 more celebrations throughout the months of June, July and October in the following cities: Kansas City, KS; Washington, D.C.; Boston, MA; Pittsburgh, PA; Los Angeles, CA; Columbus, OH; Houston, TX; St. Petersburg, FL; Chicago, IL; St. Louis, MO; Minneapolis, MN; New York, NY; San Francisco, CA; Seattle, WA; Cincinnati, OH; Atlanta, GA; and Orlando, FL. At many of these parades employees will fly a Macy's red star balloon and will be distributing special Pride + Joy items to the crowds.

Macy's long-standing commitment to the LGBT community goes beyond celebrations and extends to community support through various organizations that help better the lives of all LGBT Americans. From the Trevor Project to the Human Rights Campaign (HRC), America's largest civil rights organization working to achieve LGBT equality, Macy's demonstrates its core values with actionable support. Since 2007, Macy's has scored 100% on the HRC's Corporate Equality Index which recognizes companies for their record toward LGBT employees and customers. As part of an enhanced partnership with the HRC this year, Macy's will open special in-store shops at three stores - Macy's Union Square (San Francisco), Macy's Beverly Center (Los Angeles) and Macy's West County Center (St. Louis), all of which will feature HRC merchandise, with 100% of the proceeds going towards the organization's equality mission.

This November, Macy's is thrilled to be among those honored by The Hetrick-Martin Institute (HMI) with an Emery Award at their 25th annual gala. The Emery Awards honor individuals and corporations that exemplify Hetrick-Martin's mission of providing a safe and supportive environment for all young people – regardless of their sexual orientation or identity – as well as to those who have demonstrated outstanding leadership within the LGBT community.

To bring Pride celebrations in-store, Macy's will help customers celebrate with special events ranging from fashion shows to celebrity appearances. The star-studded events will include appearances by two-time Olympic figure skater, U.S. champion and fashion icon, Johnny Weir, who will host runway shows at Macy's Center City (Philadelphia), Metro Center (Washington, D.C.), Beverly Center (Los Angeles), Tyrone Square (St. Petersburg), State Street (Chicago), and Herald Square (New York). At these events, Johnny will also meet with fans and sign copies of "Welcome to My World," his new autobiography. "RuPaul's Drag Race" stars Pandora Boxx (Los Angeles) and Alexis Mateo (St. Petersburg), will also be on hand to meet with fans,

as will “Real Housewives of Atlanta” breakout star Miss Lawrence at Macy’s Downtown Boston, Downtown Pittsburgh, and Herald Square.

For more information on Macy’s Pride + Joy celebrations, please visit www.macys.com/pride and for a complete listing of all in-store Pride events, please visit www.macys.com/events.

About Macy’s

Macy’s, the largest retail brand of Macy’s, Inc. (NYSE:M), delivers fashion and affordable luxury to customers at more than 800 locations in 45 states, the District of Columbia, Puerto Rico and Guam. Macy’s stores and macys.com offer 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. Building on a 150-year tradition, Macy’s helps strengthen communities by supporting local and national charities that 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.

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