

**Macy's Celebrates Pride + Joy with the LGBTQ Community**  
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*Macy's honors National Pride Month 2015 with participation in 23 Pride parades, special events in-store and a partnership with The Trevor Project*

This June, Macy's commemorates national LGBTQ Pride Month with its celebratory campaign, Pride + Joy, featuring a wide array of in-store events, parades, 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.

This Smart News Release features multimedia. View the full release here:  
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This year, as part of its nationwide campaign, Macy's is partnering with The Trevor Project. Founded in 1998 by the creators of the Academy Award-winning short film TREVOR, The Trevor Project is the leading national organization providing crisis intervention and suicide prevention services to lesbian, gay, bisexual, transgender and questioning young people ages 13-24.

"Inclusion is part of Macy's core values," said William Hawthorne, senior vice president, Diversity Strategies and Legal Affairs, Macy's, Inc. "We are happy to celebrate national Pride Month with our employees, customers and the LGBTQ community through festive celebrations, as well as by providing support to organizations like The Human Rights Campaign and The Trevor Project which are making a positive difference in the community."

To honor this commitment to equality, Macy's special in-store Pride celebrations will feature events focused on the latest fashions, support for local charities and personal appearances, including TV personality Ross Mathews. The celebration will also be highlighted via commemorative advertising and window treatments.

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

"The Trevor Project speaks to and supports more than 100,000 LGBTQ youth on an annual basis. However, for each call, text or chat we receive, we know there are youth out there that may not know about or don't have the resources to connect to the services we provide. The Trevor Project is honored and thankful to work with national corporate sponsors like Macy's to ensure that our mission is heard and supported by as many people as possible," states Abbe Land, executive director and CEO, The Trevor Project.

Land continued, "In working with Macy's and the Macy's Pride + Joy campaign, we are sharing a commitment to help our LGBTQ youth who are in need, while also partnering with Macy's employees who volunteer and become team members of The Trevor Project. We are proud to stand beside Macy's and we are extremely optimistic about how the two organizations can work together to help build a better world for our youth."

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. (NYSE:M), 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, 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, images and contacts, please visit our online pressroom at [www.macys.com/pressroom](http://www.macys.com/pressroom).

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Contact:

Macy's, Inc.

Georgi Pipkin, 305-577-1973

[Georgi.Pipkin@macys.com](mailto:Georgi.Pipkin@macys.com)

or

Kelley Tarzian, 415-393-3248

[Kelley.C.Tarzian@macys.com](mailto:Kelley.C.Tarzian@macys.com)

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