



FOR IMMEDIATE RELEASE
Media Contact: Sandra Moran, Development VP
The Junior League of Greater Princeton
Email: developmentvp@jlgp.org
Tel: 201-741-7594

JUNIOR LEAGUE OF GREATER PRINCETON PARTICIPATES IN MACY'S NINTH ANNUAL "SHOP FOR A CAUSE"

Macy's helps local charity raise funds and awareness to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers.

PRINCETON, NJ (JULY 30, 2014) - Macy's and Junior League of Greater Princeton (JLGP) invite customers to participate in Macy's ninth annual national "Shop For A Cause" charity shopping event on August 23, 2014. Macy's "Shop For A Cause" is a unique one-day-only shopping event created to support local charities' fundraising efforts, and has helped raise more than \$44 million for charities across the country since 2006. Customers can participate in this year's event by purchasing shopping passes from JLGP now.

"Macy's is committed to giving back, both nationally and to our local communities," said Martine Reardon, Macy's chief marketing officer. "For the last eight years, Macy's 'Shop For A Cause' program has provided our customers and associates a unique opportunity to show their support and give back to their local community organizations, while also enjoying great savings at Macy's."

Macy's has provided JLGP with shopping passes to sell for \$5 each. JLGP will keep 100 percent of every shopping pass it sells. The more shopping passes sold, the more money Junior League of Greater Princeton will raise!

By purchasing a shopping pass from JLGP, customers support the Junior League's vision to empower women and children, in direct response to immediate community needs as identified by our colleagues and partners working directly with New Jersey's neediest families while enjoying a day of spectacular discounts,

entertainment and special events at Macy's. Pass holders will receive special discounts on most regular, sale and clearance purchases all day, but some exclusions apply.

For more information about Macy's "Shop For A Cause," visit macys.com/shopforacause. To purchase a shopping pass from Junior League of Greater Princeton go to www.jlgp.org.

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 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 \$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 macys.com/pressroom.

About Junior League of Greater Princeton

The Junior League of Greater Princeton is an organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. The Junior League of Greater Princeton focuses its efforts on the needs of women and children in Mercer and Bucks counties as well as the surrounding areas. Women over the age of 21, committed to voluntarism, regardless of race, religion or national origin are welcome as members. The Junior League of Greater Princeton is part of the Association of Junior Leagues International, which includes 293 Junior Leagues in the United States, Canada, Mexico and Great Britain. For more information please visit www.jlgp.org.

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