



City of Helena

NEWS RELEASE



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CENTENNIAL PARK IDENTIFIED AS MACY'S "HEART YOUR PARK" FUNDRAISING PROGRAM RECIPIENT IN HELENA

Macy's partners with the National Recreation and Park Association to raise funds for local parks nationwide, with every dollar matched by Macy's, up to \$250,000

(Helena, MT) – March 5, 2014 – Helena's Centennial Park has been selected for "Heart Your Park," a program introduced as part of Macy's "Secret Garden" campaign, that aims to raise awareness and dollars for local parks across the country. From March 7 to March 31, customers at Macy's Helena Store can donate \$1 or more at the register, with 100 percent of the donations benefiting Centennial Park. To further spread the love, Macy's will match the total customer donation across all stores, dollar for dollar, up to \$250,000 in total.

Centennial Park is one of more than 550 parks nationwide that will benefit from Macy's "Heart Your Park" this spring. In partnership with the National Recreation and Park Association (NRPA), the national non-profit organization dedicated to the advancement of community parks, recreation and conservation, Macy's stores across the country have each selected a local park or green space in their community to support through the program. Donations will go toward making improvements, such as maintaining trails, playgrounds, and ball fields, and everything in between.

"We are thrilled to partner with Macy's and NRPA for 'Heart Your Park' this spring," said Amy Teegarden, Park and Recreation Director. "Through this wonderful program and donations by Macy's customers, we are excited about the increased awareness and additional funding for Centennial Park. This park is a great asset to the community, and we greatly appreciate Macy's support."

"Heart Your Park" is part of Macy's "Secret Garden" spring campaign that will come to life at Macy's stores and on macys.com with an infusion of garden-inspired merchandise, special promotions and events. For more information on "Secret Garden," visit macys.com/secretgarden. For a full list of the parks benefiting from Macy's "Heart Your Park," visit macys.com/parks.

CENTENNIAL PARK IDENTIFIED AS MACY'S "HEART YOUR PARK" FUNDRAISING PROGRAM RECIPIENT IN HELENA page 2

Macy's, the largest retail brand of Macy's, Inc. (NYSE:M), 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, 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, including images and contacts, please visit our online pressroom at macys.com/pressroom.

About National Recreation and Park Association

The National Recreation and Park Association is a national not-for-profit organization dedicated to advancing park, recreation and conservation efforts that enhance quality of life for all people. Through its network of 40,000 recreation and park professionals and citizens, NRPA encourages the promotion of healthy and active lifestyles, conservation initiatives and equitable access to parks and public space. For more information, visit www.NRPA.org. For digital access to NRPA's flagship publication, Parks & Recreation, visit www.parksandrecreation.org.

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