

**LIVE UNITED**



United Way of Northern  
Nevada and the Sierra



**FOR IMMEDIATE RELEASE**

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**CONTACT:**

Scott Walquist, KPS3 Marketing  
phone: 775-686-2116  
cell: 775-287-6788  
scott@kps3

**UNITED WAY OF NORTHERN NEVADA AND THE SIERRA  
PARTNERS WITH MACY'S FOR EIGHTH ANNUAL  
"SHOP FOR A CAUSE"**

*Macy's helps local charity raise funds and awareness for important cause*

RENO, NEV. – Macy's will partner with United Way of Northern Nevada and the Sierra (UWNNS) to invite customers to participate in Macy's eighth annual national "Shop For A Cause" charity shopping event on August 24, 2013. Customers can purchase shopping passes from UWNNS now. Macy's "Shop For A Cause" is a unique one-day-only shopping event created to support local charities' fundraising efforts, which has helped raised more than \$46 million for charities across the country since 2006.

"Over the past eight years, Macy's annual 'Shop For A Cause' has raised more than \$46 million for local and national charities, providing our associates and customers an opportunity to give back to those organizations that touch their hearts each and every day," said Martine Reardon, Macy's chief marketing officer. "Giving back is a key component of Macy's culture. We are honored to offer our customers an easy and convenient way to make a positive difference in their communities and in the lives of others, while enjoying great savings at Macy's."

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

By purchasing a shopping pass from UWNNS, customers assist the nonprofit to develop long-term solutions in the areas of education, financial stability and health, as well as supporting safety net services in our community. 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](http://macys.com/shopforacause). To purchase a shopping pass from UWNNS contact Sharon Nipp or Bryce Warner at 775-322-8668

### **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](http://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<sup>®</sup> and the Macy's Thanksgiving Day Parade<sup>®</sup>, 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, images and contacts, please visit our online pressroom at [macys.com/pressroom](http://macys.com/pressroom).

### **About United Way of Northern Nevada and the Sierra**

The foundation that nurtures and supports healthy lives is made up of three, interconnected 'building blocks' – education, financial stability and health. United Way is ideally suited to create positive, lasting change by addressing all three areas as one – through proper expertise, capacity and relationships. Join us! Bring your passion, knowledge and resources to get things done all across our community. We all win when a child succeeds in school, when a neighborhood turns around and when workers have solid jobs. For more information, call 775-322-8668 or visit [www.uwnns.org](http://www.uwnns.org).

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