



**FOR IMMEDIATE RELEASE**

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**YTFMemphis PARTNERS WITH MACY'S  
FOR ELEVENTH ANNUAL "SHOP FOR A CAUSE" PROGRAM**

*Macy's helps local charity raise funds and awareness for mentoring and physical fitness  
through the national "Shop For A Cause" charity shopping event*

**MEMPHIS, TN – July 4, 2016** – For the first time, Macy's is partnering with Youth Track and Field of Memphis (YTFMemphis) and inviting customers to participate in Macy's eleventh annual national "Shop For A Cause" charity shopping event, taking place Friday, Aug. 26 through Sunday, Aug. 28, 2016. Customers can begin purchasing shopping passes from YTFMemphis now. Macy's "Shop For A Cause" is a unique shopping event dedicated to supporting local nonprofit organizations' fundraising efforts. Formerly a one-day initiative, this year Macy's has extended "Shop For A Cause" to a weekend-long event. Since 2006, the program has helped raise tens of millions of dollars for charities throughout the country, and more than 5,000 charities signed up to participate last year.

"At Macy's, we believe in supporting the communities where our customers and associates live and work," said Holly Thomas, Macy's group vice president of cause marketing. "That is why we are so proud of Shop For A Cause, which has helped raise tens of millions of dollars for charitable organizations since 2006. With this year's extension to a weekend-long event, we're offering even more opportunity to support local and national causes, and thanking our customers with special savings at Macy's."

Macy's has provided YTFMemphis with shopping passes to sell for \$5 each, and the organization will keep 100 percent of the proceeds for every shopping pass that it sells. By purchasing a shopping pass from YTFMemphis customers support young inner city track and field athletes across Memphis and the surrounding areas and can enjoy spectacular discounts at Macy's stores all weekend long from Friday, Aug. 26 through Sunday, Aug. 28, 2016

"...we encourage our athletes to strive equally for athletic, academic and moral excellence."

For more information about Macy's "Shop For A Cause," visit [macys.com/shopforacause](http://macys.com/shopforacause). To purchase a shopping pass from YTFMemphis please visit our site, [ytfmemphis.com](http://ytfmemphis.com) or contact Nefertiti Beckett via phone (901)-359-5335 or email [nnbckett@ytfmemphis.com](mailto:nnbckett@ytfmemphis.com).

### **About Macy's**

Macy's, the largest retail brand of Macy's, Inc. (NYSE:M), delivers fashion and affordable luxury to customers at approximately 734 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® 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, and 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, including images and contacts, please visit our online pressroom at [macys.com/pressroom](http://macys.com/pressroom).

### **About Youth Track and Field of Memphis**

Youth Track and Field of Memphis was established in 2014 with a few young athletes from the Memphis Area and through the efforts of an all-volunteer coaching staff this organization is continuing to expand with ages ranging from four to eighteen. We compete nationwide in the USA Track & Field League. Over these past few years, our athletes have become some of the top competitive athletes. Youth Track & Field of Memphis is a well-managed track and field organization; we encourage our athletes to strive equally for athletic, academic and moral excellence.

For more information, please visit our website at [ytfmemphis.com](http://ytfmemphis.com).