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**THIS FALL MACY'S AND FEEDING AMERICA COME TOGETHER
TO TABLE HUNGER AND HELP FEED 10 MILLION IN AMERICA**

**FOODBANK OF SANTA BARBARA COUNTY AND MACY'S JOIN TO INSPIRE
CHARITABLE DINNER PARTIES IN SANTA MARIA TO AID DOMESTIC HUNGER**

Santa Maria, CA – 9/15/09 – The nation will gather around the dinner table this fall and *Come Together* for special moments with friends and family, while fighting the plight of domestic hunger. This September during national Hunger Action Month, Macy's will partner with Feeding America and food banks across the country to launch "Come Together," an innovative awareness and fundraising campaign that aims to feed 10 million people suffering from hunger. Celebrating the renaissance of cooking at home, Come Together will invite the public to rally around the cause and host special dinners in their homes, but will ask their guests to pledge a donation to Feeding America and local food banks in lieu of the traditional host gift. In return, Macy's will match these donations dollar-for-dollar until the total goal of 10 million meals is reached. The Foodbank of Santa Barbara County will be the recipient of funds raised through this effort. To support the cause, Macy's will launch a major awareness campaign that will include a new star-studded celebrity TV commercial, dinner parties hosted by world-renowned chefs from Macy's Culinary Council at stores across the country, a national charity shopping day, World's Largest Dinner Party at stores across the nation; and a one-stop online destination at www.macys.com/cometogether that will feature recipes, dinner party fashions, invitations, themes, music and other special content to create the perfect gathering.

"In today's environment, there are two things we know," said Peter Sachse, Macy's chief marketing officer. "The first is that many American families are struggling to get by, making simple luxuries like regular dinners out more fiscally challenging. The second is that hunger is one of the most significantly impacted issues during an economic downturn. Our new initiative with Feeding America and local food banks is intended to give people the tools and motivation to participate in the cooking at home trend, as well as to give them a service call-to-action to come together with their friends and the rest of America to lend support to a cause that hits every community across this country. Together, we

hope to raise 10 million meals for the hungry this fall, as well as to inspire many great moments, meals and memories in homes across the U.S.”

The statistics are staggering, as 35.5 million Americans are at risk of hunger with 12 million of those being children. This year alone the need for food is up 30 percent. Locally the hunger problem affects more than 125,000 people. While many assume that the homeless make up the largest contingent of the hungry, in reality 89 percent of the people Feeding America serve nationally each year have homes. The need for food increases yearly during the Fall/Winter, a time this campaign will target. In total, Macy’s support for the issue is more than a decade old. For the past 12 years, through Macy’s, Inc.’s award-winning Partners-in-Time employee volunteer program, Macy’s has aimed to “Bag Hunger” with its annual summer fundraising, food collection and volunteer effort. As the company readies to kick off this national consumer effort, Macy’s announced fundraising from its own internal campaign that totals 9.5 million pounds -- the equivalent of nearly 7.5 million meals.

To get involved customers may participate in three ways – **Host, Give and Shop**. Friends and families in Santa Maria can host dinner parties from casual to formal, send invitations and manage party details including theme and recipes on www.macys.com/cometogether. As they invite their guests, hosts can suggest they make a donation in lieu of bringing wine or a dish to the party. The donation can be made directly to Feeding America on the Macy’s site. Each donation is tracked by area so that the donations can be distributed locally to The Foodbank of Santa Barbara and nationally to Feeding America. For those who want to participate without throwing a dinner party, donations can be made directly at any Macy’s register – one dollar to provide dinner for seven. Lastly, Macy’s customers can shop for the cause and get special savings in-store on October 17, when Macy’s hosts a national Shop For A Cause day – where a portion of the \$5 in-store ticket sales will benefit Feeding America and local food banks.

On September 15th at 6pm more than 650 full-line Macy’s stores across the country including Macy’s at Broadway and Main will give shoppers a taste of this important initiative as Macy’s hosts the World’s Largest Dinner Party. This kick-off event will have customers join in the “first course” of the nationwide party to celebrate the launch and to educate the public about the effort.

Macy’s Culinary Council, made up of 15 world-renowned chefs including Emeril Lagasse, Tyler Florence, Todd English, Wolfgang Puck, as well as entertaining authority Martha Stewart, will serve as the experts of this campaign, offering up dinner party themes, recipe ideas, product suggestions and even their suggested playlists, to help America host delectable and entertaining dinners. All of this great content will be available on macys.com/cometogether.

With Come Together, Macy’s and The Foodbank of Santa Barbara County, a member of the Feeding America network, hope to generate attention to the staggering issue of domestic hunger while inspiring Santa Maria to gather over dinner for this important cause.

The Foodbank of Santa Barbara County

The Foodbank, celebrating 26 years of moving people from hunger to harvest, provides a vital link between the multi-faceted food industry and people in need of food. With warehouses in Santa Barbara and Santa Maria the Foodbank serves over 220 social service organizations and churches. More than 43 percent of those served are youths under the

age of 18. In 2008, the Foodbank distributed nearly 8 million pounds of food of which more than 2 million pounds was fresh produce to more than 125,000 people in need throughout Santa Barbara County. The Foodbank is committed to making fresh fruits and vegetables available to those in need as the best means of combating poverty-related health issues like diabetes and chronic overweight.

About Feeding America

Feeding America is the nation's leading domestic hunger-relief charity with a mission to feed America's hungry through a nationwide network of member food banks and to engage the country in the fight to end hunger. Each year, the Feeding America network provides food assistance to more than 25 million low-income people facing hunger in the United States, including more than 9 million children and nearly 3 million seniors. The network of more than 200 food banks serve all 50 states, the District of Columbia and Puerto Rico. The Feeding America network secures and distributes more than 2 billion pounds of donated food and grocery products annually.

The Feeding America network supports approximately 63,000 local charitable agencies that distribute food directly to Americans in need. Those agencies operate more than 70,000 programs including food pantries, soup kitchens, emergency shelters, after-school programs, Kids Cafes and Backpack Programs.

About Macy's

Macy's, the largest retail brand of Macy's, Inc., delivers fashion and affordable luxury to customers at more than 800 locations in 45 states, the District of Columbia, Puerto Rico and Guam. Macy's stores and macys.com offer 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. Building on a 150-year tradition, Macy's helps strengthen communities by supporting local and national charities that 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.

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