



For Immediate Release
November 14, 2006

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Macy's Holiday Traditions Aglow from Coast to Coast

NEW YORK – November 14, 2006 – With a leading role in holiday favorite *Miracle on 34th Street*, Macy's has become synonymous with the gift-giving season. Now with stores from coast to coast, Macy's is celebrating the holidays with a cross-country cast of beloved hometown favorites. From famed tree lightings and holiday parades to Santa brunches and Christmas villages – Macy's stores will offer holiday spirit and entertainment throughout this magical season.

"Just a few short months after Macy's national introduction, we are excited to be involved in so many warmly embraced holiday celebrations around the country," says Sue Kronick, Vice Chairman. "From our exciting merchandise assortments and festive store events to our impeccably ornamented stores, we are thrilled to play a part in something so meaningful and memorable for our customers and communities."

Here are some of Macy's signature events in cities around the country.

Atlanta

THE PINK PIG AT MACY'S LENOX SQUARE

Ride the Pink Pig: November 4, 2006 – January 1, 2007

From its 1953 debut as a children's ride at the downtown Rich's to its brief stint at the Egleston Children's Hospital Festival of Trees, four generations of Atlantans have ridden the Pink Pig into the holiday season.

Re-introduced in 2003, Priscilla the Pink Pig carries on the family tradition beneath a 170-foot, 1950s-themed Pink Pig Tent at the Lenox Square upper-level parking deck. The ride travels along train tracks to carry children and parents through a life-sized storybook that includes the original Pink Pig, greendog and other holiday friends. The Coca-Cola Company and Macy's donate a portion of the proceeds to Children's Healthcare of Atlanta. To date almost \$100,000 has been donated to Children's Health Care of Atlanta.

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A beloved holiday tradition adored by generations of Atlantans for more than 50 years, the Pink Pig was voted Best Holiday Tradition by Atlanta Magazine.

THE 59th LIGHTING OF THE GREAT TREE AT MACY'S LENOX SQUARE

Tree Lighting: November 23, 2006 from 7-8 p.m.

The Lighting of the Great Tree, an Atlanta tradition since 1948, began as a holiday gift from Rich's Department Store to the people of Atlanta. Since that time, this event continues to be a Thanksgiving Day tradition for thousands of Georgia's families.

Boston

DOWNTOWN CROSSING CHRISTMAS TREE LIGHTING

Tree lighting: November 24, 5 p.m.

Window unveiling: November 24, noon

Meet Jolly Old St. Nick: November 24, 12:30-3:30 p.m. (kids dept.)

Macy's will officially launch the 2006 holiday season with its 1st Annual Macy's Christmas Tree Lighting on Friday, November 24th, from 5 - 6 p.m. in Downtown Crossing on Summer Street. Macy's will light the 50-foot Christmas tree atop the building's marquee ledge and kick off the holiday season with fabulous entertainment. Festivities include free outdoor performances by the Boston Children's Chorus; cast members from The 25th Annual Putnam County Spelling Bee; Universal Music Pop Opera Star, Vittorio; and the dancers from Boston Ballet performing an excerpt from "The Nutcracker."

Earlier that day, Santa will unveil Macy's spectacular holiday windows display titled *Trees of Wonder*, followed by complimentary photos with Santa in the store's kids department.

Chicago

MACY'S ON STATE STREET HOLIDAY WINDOWS

Window unveiling: November 11, 8:30 a.m.

Windows featured: November 11 – January 7

The story of P.L. Travers' *Mary Poppins* will unfold window by window as customers walk down State Street this holiday season. Children of all ages are invited to await Santa's first arrival of the season on November 11 at Macy's on State Street and be the first to see the 13 over-the-top and vibrant sets in each window.

MACY'S ON STATE STREET GREAT TREE

Great Tree lighting: November 11, noon

Great Tree featured: November 11 – January 7

The 99th annual Great Tree will once again be the centerpiece of the holidays at Macy's on State Street. Designed this year by Vera Wang for Waterford, the 45-foot tree set in the world famous Walnut Room restaurant will feature an exclusive snowflake tree topper, hundreds of Waterford ornaments, and thousands of lights and crystals.

Each year, thousands of customers wait in line for as many as 5 hours to dine around the Great Tree. The look and design of the tree takes more than a year to plan. A team of 25 talented people construct, light and decorate the tree in an around-the-clock 72-hour process.

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Cincinnati

CARRIAGE RIDES AT MACY'S CELEBRATION STATION

Every Saturday and Sunday from November 25–December 23

Pick up your free boarding pass at the Fifth St. station and bring it to First Floor Cosmetics to receive free hot chocolate from Embrace Sweets. Plus, Saturdays and Sundays, December 2 - 17, bring your pass to Third Floor Gift Wrap to receive a coupon for \$10 off a \$50 purchase.

MACY'S HOLIDAY WINDOWS BEGIN A NEW TRADITION

Window unveiling: November 24

Macy's designers will work with five children's charities to create holiday windows that capture the spirit of the season:

- Make-A-Wish Foundation
- Ronald McDonald House
- Autism Society of America
- The Children's Home of Cincinnati
- The Public Library of Cincinnati and Hamilton County

Vote in Macy's First Floor Cosmetics through December 23 for your favorite. The winning charity will receive a \$1,000 donation from Macy's.

A HOLIDAY VICTORIAN TEA

Saturdays, December 2, 9 and 16, 3 - 4 p.m.

Experience an authentic Victorian tradition as Churchill's Gift Shop & Tea Room presents "The Magic of Tea." Children of all ages will enjoy this festive event at Macy's Fountain Place Third Floor, overlooking the splendid holiday scene of Fountain Square. Tickets are \$15. RSVP to 513-562-2928.

MAGICAL DAYS WITH MRS. CLAUS

Saturdays, December 2, 9 and 16, 11 a.m. - 1 p.m.

Bring your children to the Fountain Place Macy's to have brunch with Mrs. Claus and her elves. Enjoy an afternoon of magic by Frik & Frak, and face painting. Tickets are \$7. RSVP to 513-562-6928.

Minneapolis

MACY'S HOLIDAY AUDITORIUM DISPLAY

November 11–December 31

Macy's 44th annual holiday auditorium display will bring the classic story of *Mary Poppins* to life through a series of whimsical and vivid vignettes in its 8th floor auditorium.

Each year, Macy's partners with more than 25 local artists to recreate the auditorium—complete with lush scenery, hand-sculpted figurines, elaborate costumes and exquisite details. Macy's annual holiday display began in 1963 with *Santa's Enchanted Forest* as the theme. Since then, millions of guests have made it a part of their holiday traditions to visit the downtown Macy's store.

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New York City

MACY'S SANTALAND

November 24–December 24

Eighth Floor

Santa's helpers will guide starry-eyed children along the route that leads to **Santa's** home away from home. From Santaland Depot, visitors will embark on a stroll through the *Enchanted Forest*. While in this magical forest visitors will be serenaded by the duo's very merry rendition of "Jingle Bells" and see some very animated Penguins. Next is the magical *Rainbow Bridge* overlooking a perfect mountain town where three trains pass through.

Once across the Rainbow Bridge, visitors will arrive at *The North Pole Town Square*. The Bavarian Village provides a warm and welcoming sight for Santa's excited guests. Just past North Pole City Hall is the North Pole Town Square Tree Lighting Ceremony, where Major Bear and his band are playing "O Christmas Tree." More treats are in store as strollers enter *The North Pole Toy Works Inc.* Santa's special elves are hard at work hammering and sawing together all the toys for the good little girls and boys

Children everywhere will feel the excitement as they pass by Santa's sleigh, already piled full of toys for his Christmas Eve flight. Families will venture through a wooded pine tree path with twinkling lights illuminating the way and finally into Santa's home. Cozy and comfortable like a country cabin, Santa's special place is bedecked in garland, ornaments and bows. Santa, himself, sits perched on his chair, greeting each visitor with a merry "Ho Ho Ho!" ready to listen to every child's Holiday wishes.

After visiting the wonderful world of Santaland, children of all ages can venture to the Ninth Floor for a performance of *Moose Crossing* at **Macy's Puppet Theatre**.

Philadelphia

A CHRISTMAS CAROL

November 24, 2006–January 2, 2007

A 6,000 square foot walk-through experience that has been a beloved Philadelphia tradition for over 20 years, "A Christmas Carol" will now become a holiday mainstay at Macy's.

Housed in the "Egyptian Room" of the Wanamaker Building, the Village will be restored, rebuilt and reanimated with the promise that come this Christmas season, Philadelphians will once again be able to take a trip back in time to 1840's London and stroll through animated scenes that tell the classic tale of Charles Dickens' Ebenezer Scrooge.

With a cast of over 100 figurines dressed in authentic period dress, this holiday favorite that depicts Scrooge's adventures on Christmas Eve as he confronts the true spirit of Christmas has delighted over 200,000 visitors each year, and will continue to do so at its new Philadelphia address. With 26 heart-warming scenes recreated to reflect the spirit of the season and the streets of London, the Village sets the stage for the story of Scrooge to unfold. From flickering candles and twinkling street lamps to sounds of church bells and horses clattering on cobblestone streets, "A Christmas Carol" is a time-honored tradition that will continue to enchant generations to come.

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Pittsburgh

VERY MERRY EVENING

November 8, 6-10 p.m.

An evening of fashion, refreshments, entertainment and shopping in support of area non-profit organizations, Macy's Very Merry Evening at its downtown store is open exclusively to local non-profit organizations and their guests. The event includes holiday-themed cooking demos, musical entertainment, a runway fashion show, hair and beauty makeovers, wine tasting, celebrity hosts serving hors d'oeuvres and emcee media personalities. A \$10 ticket with a shopping pass is sold through participating charities.

LIGHT-UP NIGHT

November 17, 6 p.m.

Light-Up Night is the official kick-off to the holiday season in downtown Pittsburgh. The event includes the animated Window Unveiling Ceremony, a number of family-oriented in-store events, and the Macy's Fireworks Finale. 2005 marked the City of Pittsburgh's 45th Annual Kick-off to the Holiday Season.

"CELEBRATE THE SEASON" HOLIDAY PARADE presented by Macy's and WPXI-TV

November 25, 9 a.m.

A 26-year Pittsburgh tradition, the "Celebrate the Season" holiday parade offers entertainment for many. Last year 100,000 people lined the streets of Pittsburgh and over 100,000 tuned in to watch the live broadcast from home. Spectators were entertained by the parade of fabulous floats, costumed characters and high school band musical entertainment.

SANTA SHOWS

November 24 – Breakfast

November 25 – Lunch

December 2, 9 and 16 – Breakfast and Lunch

For 40 years Santa Shows have provided children and families with a Holiday musical stage production while enjoying breakfast, lunch or dinner with Santa. Last year over 3,000 participated. The event takes place in the Macy's Downtown Store Auditorium.

Portland

MACY'S HOLIDAY PARADE

Friday, November 24th at 8:45 a.m.

Originally established in 1989, the Macy's Parade in Downtown Portland is alive with the holiday spirit. For this year's parade, Macy's has pumped up the excitement for this parade adding two confetti storms, 165 new costumed characters, and over 15 inflatable floats including Rudolf, Gingerbread Girl and Boy, and a Toy Soldier. The parade starts promptly at 8:45 a.m. at NW Broadway & Davis, travels up Broadway to Alder Street, winds past Downtown Macy's, then hangs a right on SW 3rd to Taylor Street, ending near Lincoln High School. The Macy's parade will be broadcast at 9 a.m. on KGW TV.

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SANTALAND

Friday, November 24th

After the Parade, Santa returns to Macy's at Meier & Frank Square – this year, in his own log cabin. Photos with Santa are available daily through December 24 at SantaLand on the 1st floor Downtown Portland Store. To cap off the days festivities, at 5:30 p.m. there will be a Tree Lighting Ceremony in Pioneer Courthouse Square where you can enjoy music, caroling, and a countdown to the lighting of the giant tree.

LEGENDS OF SANTA WINDOWS

Windows featured: November 17 – December 26

Macy's is excited to bring a new Christmas windows theme with its "Legends of Santa" display on the Morrison Street side of the Downtown Portland store. The window display tells a visually colorful story of Santas around the world. Customers can view the display starting the week before Thanksgiving and through the day after Christmas.

Salt Lake City

LIGHTS ON CELEBRATION

Friday, November 24th at 5 p.m.

The Lights On Celebration in Downtown Salt Lake City comes alive at 5 p.m. with a host of triumphant choruses, trees ablaze in holiday lights, and the Downtown Macy's adorned with lights in holiday shapes. This festive event will kick off the Macy's and Channel 2 News Angel Tree Adoption Program for the Salt Lake Valley area.

San Francisco

MACY'S UNION SQUARE 17TH ANNUAL TREE LIGHTING

Tree Lighting: November 24, 6 p.m.

San Francisco's most recognized Christmas tree will be officially lit at 6:00 p.m. on Friday, November 24th in Union Square. Macy's gift to the city, an 80-foot California White Fir from the Carlton Tree Farm in Mount Shasta, will be adorned with thousands of twinkling lights and 1,500 red and gold ornaments.

For \$10, the public can sponsor a light bulb to illuminate the tree. All the proceeds will go directly to UCSF Children's Hospital to benefit its specialized programs that provide the very best medical care and essential emotional support at the most difficult time for a family – when a child is faced with a life-threatening illness.

Seattle

HOLIDAY PARADE

Friday November 24th at 8:45 a.m.

The Macy's Holiday Parade kicks off the holiday season with giant balloon floats, inflatables, costumed characters and Seattle's finest marching bands and drill teams. The parade culminates with Santa's arrival at Macy's. Starting at 8:45 a.m., the parade heads west on Pine Street from 7th Avenue, turns south on 5th Avenue to University Street, then west to 4th Avenue and north to Macy's. For more information call (206) 506-4FUN.

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HOLIDAY STAR & FIREWORKS

Friday, November 24th, beginning at 5 p.m.

The legendary Holiday Star will be lit with a fantastic fireworks display in conjunction with Westlake Center's Tree Lighting Ceremony.

HOLIDAY TRAIN

Nov. 24th - Dec. 31st

Macy's traditional Holiday Train will be on view in the corner window on 4th & Stewart Street. Special remote devices will allow spectators to control the train during its hours of operation. For more information call (206)-506-4FUN.

SANTA PHOTOS

Friday, Nov 24th - Saturday Dec 24th

Capture holiday memories and visit Santaland at its new 4th Floor location. With the purchase of any photo package, receive a coupon good for 15% off tickets to select performances of Pacific Northwest Ballet's *Nutcracker*. For more information call (206) 783-5227.

SANTA BRUNCHES

December 2, 3, 10, 16, 17, 22, 23

Join Santa and his helpers for a delicious breakfast as Macy's presents Cabaret Productions' play, *Jasper Jones and the Amazing Holiday Airship*. Brunches will be held in the Stewart Street Room on the 3rd floor of the Downtown Seattle Macy's. The cost is \$15.50 plus tax for kids 11 and under and \$17.50 plus tax for 12 and over. \$2.25 from each ticket sold will be donated to the Make-A-Wish Foundation® of Washington State. Call (206) 506-4FUN for reservations.

COOKIEFEST

Saturday, December 9th at 10 a.m.

It's Seattle's biggest bake sale benefiting the Seattle Milk Fund. Thousands of cookies donated by over 25 of the area's best bakeries, restaurants, culinary schools, caterers and hotels will be offered for sale at \$7.50 per dozen or 70 cents each in Downtown Seattle Macy's 3rd floor Stewart Street Room. The event also features a miniature gingerbread house-building area for kids. For just \$8.00 each, children can create the house of their dreams under the expert guidance of the Gingerbread Lady, Cheryl Kaszycki. For more information call (206) 506-4FUN.

St. Louis

MODEL TRAIN WINDOW DISPLAY

Train Display featured: Begins November 22

Each holiday season the model train club American Flyer S. Gaugers, of the St. Louis area, assemble an elaborate model train display for all to enjoy. The display tradition dates back to 1988. 18 years later, club members and Macy's carpenters carry on the tradition. Buildings in the display create a local feel for the St. Louis area, including famous St. Louis attractions and names such as Ted Drewes Frozen Custard and Budweiser. The windows are featured at the downtown St. Louis Macy's.

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BREAKFAST WITH SANTA

November 25; December 2, 9, 10 and 16

For nearly 18 years, Santa has made an appearance in downtown St. Louis for the "Breakfast with Santa" program at Macy's. The one-and-a-half hour breakfast includes entertainment from magicians, jugglers, clowns and costumed characters, as well as a visit with Santa and sing-a-long time.

MACY'S HOLIDAY FESTIVAL OF LIGHTS

Wednesday, November 22 at 5pm

Macy's is sponsoring the annual St. Louis tradition hosted by Downtown St. Louis Partnership in Kiener Plaza. The event marks the official kick-off of the holiday season with the illumination of the downtown St. Louis city lights. The event includes musical entertainment, story telling and fireworks. Following the fireworks, Santa and Snoopy will lead the guests to the downtown St. Louis Macy's store for fun activities for the entire family.

About Macy's

Macy's, the largest retail brand of Federated Department Stores, Inc., delivers fashion and affordable luxury to customers at more than 800 locations in 45 states, the District of Columbia, Puerto Rico and Guam. Offering distinctive assortments including exclusive fashion and home brands, Macy's stores are operated by seven regionally based retail divisions – Macy's East, Macy's Florida, Macy's Midwest, Macy's North, Macy's Northwest, Macy's South, and Macy's West – and an online store at macys.com.

For Macy's media materials, please visit our online pressroom at www.macys.com/pressroom.

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