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## Press Release

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### **Macy's and NRPA Heart Houston Parks In National "Heart Your Park" Fundraising Program**

*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*

Three Houston Parks and Recreation Department parks have been selected for the "Heart Your Park," program introduced as part of Macy's "Secret Garden" campaign whose aim is to raise awareness and dollars for local parks across the country.

**From March 7 to March 31, Macy's customers** at the following Macy's stores **can donate \$1 or more, and 100 percent of their donation will benefit one of three City of Houston Parks.** Macy's Galleria Houston at Hidalgo, Macy's Galleria Houston at Sage, and Macy's at Memorial City are sponsoring **Memorial Park**. Macy's at Almeda Mall is sponsoring **Beverly Hills Park**. Macy's in Pasadena is sponsoring **Meadowcreek Village 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.**

Memorial Park, Beverly Hills Park and Meadowcreek Village Park are three 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 Joe Turner, Director Houston Parks and Recreation Department. "Through this wonderful program and donations by Macy's customers, we are excited about the increased awareness and additional funding for our parks. All of these parks are great assets to our 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](http://macys.com/secretgarden). For a full list of the parks benefiting from Macy's "Heart Your Park," visit [macys.com/parks](http://macys.com/parks).

**About Macy's**

*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.*

**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](http://www.NRPA.org). For digital access to NRPA's flagship publication, Parks & Recreation, visit [www.parksandrecreation.org](http://www.parksandrecreation.org).*

**About the Houston Parks and Recreation Department**

*The Houston Parks and Recreation Department (H.P.A.R.D.) stewards and manages over 37,832 acres of parkland and greenspace for the City of Houston and develops and implements recreational programming for citizens of all abilities. For more information on the Houston Parks and Recreation Department, call (832) 395-7022 or visit [www.houstonparks.org](http://www.houstonparks.org).*