



## MEDIA ADVISORY

### JOIN MACY'S IN SUPPORT OF THE TAMPA YMCA'S CAMP SCHOLARSHIP PROGRAM

*Helps send kids to camp through a give back campaign at Macy's stores and on macys.com beginning May 19*

**WHAT:** For the first time, Macy's and the Y unite for a give back program that will help send kids to summer camp.

Best of all, all donations collected at local Macy's stores will benefit the [South Tampa Family YMCA](#), [Northwest Hillsborough Family YMCA](#), [New Tampa Family YMCA](#) and [North Brandon Family YMCA](#).

From Friday, May 19 to Sunday, May 21, customers can give \$3 at the register at any Macy's store or on macys.com to help send kids to camp. Donations will support the Y's camp scholarship program, which ensures all kids, especially those who otherwise can't afford to attend, have a camp experience. Camp offers kids a fun and unique opportunity to meet new friends, explore the outdoors, discover new interests and create memories that last a lifetime.

**WHEN:** Friday, May 19 to Sunday, May 21

**WHERE:** At Macy's stores in the Tampa Bay area

**CONTACT:** Macy's Media Relations & Cause Marketing Coordinator Nathalie Almonte at [nathalie.almonte@macys.com](mailto:nathalie.almonte@macys.com) or 305.577.2513

**MORE:** The partnership with the Y is part of Macy's Celebrate Summer campaign, which features the latest fashion for the season, new designer collaborations and in-store events.

For more information about the partnership with Macy's and the Y, visit [macys.com/fashionpass](http://macys.com/fashionpass).

###