



For Immediate Release

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Safe Passage Partners with Macy's for Sixth Annual Shop For A Cause Day

Macy's helps local charity raise funds and awareness for important cause

Westfield Mall in Canoga Park - August 27, 2011 - Macy's will partner with **Safe Passage** to invite customers to participate in Macy's sixth annual "Shop for a Cause" charity shopping event. Macy's 2011 Shop for a Cause will take place on August 27, 2011, customers can purchase tickets now from **Safe Passage**. Macy's Shop for a Cause is a unique one-day-only shopping event created to support local charities' fundraising efforts, which has helped raised more than \$38 million for charities across the country since 2006.

"Macy's is committed to giving back to our local communities. Our annual Shop for a Cause Program, which has raised more than \$38 million for local and national charities in the past five years, is meaningful for us because it gives our customers and associates an opportunity to give back to the local charities, schools and non-profits that matter a great deal to them," said Martine Reardon, Macy's Executive Vice President of Marketing. "We are proud to offer our customers an easy way to make a positive difference while enjoying great savings at Macy's."

Macy's has provided **Safe Passage** with shopping passes to sell for \$5 each. The organization will keep 100% of every ticket it sells. The more **Safe Passage** sells, the more money it will raise!

By purchasing a shopping pass to the event from Safe Passage, customers will help give abused women and children a new life, while enjoying a day of spectacular discounts, entertainment, special events. Pass holders will enjoy special discounts on most regular, sale and clearance purchases all day. Some exclusions apply.

Safe Passage is a unique non-profit organization focused on saving the lives of women and their children by breaking the vicious cycle of domestic violence. We are a safe haven for life providing hope, opportunity, and empowerment to victims while giving them stability, self-confidence and the life tools to develop a deep personal love for themselves and, in turn, the courage to give back to others.

You can visit Safe Passage's website at: <http://www.safepassagelives.org/>

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