



For Immediate Release

March 12, 2014

Sugar Land's Universally Accessible Playground Project at First Colony Park Selected as Macy's "Heart Your Park" Fundraising Program Receipt

Sugar Land, TX – Sugar Land's Universally Accessible Playground Project at First Colony Park has been selected for "Heart Your Park," a program introduced as part of Macy's "Secret Garden" campaign that aims to raise awareness and dollars for local parks across the country. From March 7 to March 31, customers at Macy's located in First Colony Mall can donate \$1 or more at the register, with 100 percent of the donations benefiting First Colony Park. Macy's will match the total customer donation across all stores, dollar for dollar, up to \$250,000 in total.

First Colony Park is one 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.

Sugar Land's donation will go toward building the first fully accessible playground in the city. A project of the Sugar Land Legacy Foundation, the new playground will provide a place where children can play together and foster friendships in a welcoming and safe environment where every child's unique qualities and abilities are recognized and appreciated. "The Universally Accessible Playground is a perfect example of the City, the Foundation, and philanthropic partners coming together to enhance the quality of life for Sugar Land/Fort Bend County residents," said Gene Reed, Board President of the Sugar Land Legacy Foundation.

"We are thrilled to partner with Macy's and NRPA for 'Heart Your Park' this spring," said Jim Browne, Director of Parks and Recreation. "The cost of an accessible playground is much higher than a standard playground. The proposed playground with 5,500 square feet of rubber surfacing is estimated to cost \$400,000, and we are excited to be that much closer to making this playground a reality. This park is a great asset to the community, and we greatly appreciate Macy's support."

For more information about Sugar Land Legacy Foundation or to donate to the Universally Accessible Playground or another SLLF project, visit www.sugarlandlegacy.org. For more information on "Secret Garden," visit Macys.com/secretgarden. For a full list of the parks benefiting from Macy's "Heart Your Park," visit macys.com/parks.

About Sugar Land Legacy Foundation

The Sugar Land Legacy Foundation is a 501(c)3 non-profit organization that was established in 2010 to promote community investment in facilities and activities that enhance the long-term prosperity and quality of life of Sugar Land residents. Contributions to the Legacy Foundation support the City of Sugar Land's acquisition, ownership, construction, development, or improvement of land and facilities. The SLLF encourages participation from private philanthropic sources, and participates in state and federal funding opportunities when appropriate.

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. 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. For Macy's media materials, including images and contacts, please visit the online pressroom at macys.com/pressroom.

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. For digital access to NRPA's flagship publication, Parks & Recreation, visit www.parksandrecreation.org.

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