

Believe

Bay Area School Challenge

November 4 – December 24

It's time for the **9th Annual Macy's Believe Campaign!** Join the **Believe School Challenge** and help make wishes come true for Bay Area kids with life-threatening medical conditions. For every letter to Santa dropped off in the big red letterbox at your local Macy's store or sent online at macys.com/believe, Macy's will donate \$1 to Make-A-Wish, up to \$1 million! All around the country, schools and kids of all ages are writing letters as an easy and inspiring way to give back.

Last year, **53 Bay Area schools** collected over **208,000 letters** during this campaign. With your help, we can write even more letters and help local kids get their wishes. A special Make-A-Wish/Macy's **Trophy presentation** will be held for the school that writes the most letters.

Join the **Believe School Challenge** and *share the power of a wish*®!

To join, simply:

1. Send an email to Make-A-Wish with your school name, address and principal name
2. Also include the name, email and phone number of any student or staff leaders spearheading the campaign
3. Commit to writing as many letters as possible from Nov 4- Dec 24th
4. Use the enclosed School Engagement Kit to promote the campaign throughout the school

Deliver & SnapChat:

1. Starting Nov 27th, ALL Macy's location will have a limited edition SnapChat filter for those dropping off letters.
2. Coordinate your drop-off around 11/27 – 12/9 and snapchat your support!
3. Email Make-A-Wish if there will be more than 10,000 letters being delivered
4. Make sure you count and bundle your letters together.



Visit www.macys.com/believe to download the School Engagement Kit and other collateral.

For more local information, please contact:
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