

Believe

Friday, November 3rd – Sunday, December 24th

Customer Frequently Asked Questions

1. What is the Believe Campaign?

The magic of the holiday season returns with Macy's Believe campaign, where we ask everyone to join us in making wishes come true. Our call to action will continue inspiring children of all ages to write their letters to Santa. Macy's will donate \$1 to Make-A-Wish® for every letter received in our stores or online at macys.com/believe, up to \$1 million.

This is the 10th year of Macy's "Believe" campaign and since inception, Macy's has donated nearly \$15 million dollars to Make-A-Wish. Macy's relationship with Make-A-Wish began in 2003 and thanks to the generosity of our employees and customers, Macy's has raised more than \$100 million to benefit Make-A-Wish. That's nearly 3 wishes granted every day for the past 14 years! More than 2.4 million people have been impacted by the wishes that Macy's has helped grant, including wish kids and their families, volunteers, community groups, nurses, doctors and more

Activation:

Help us raise a million dollars for Make-A-Wish. Mail your letter to Santa at Macy's and we'll donate \$1 to Make-A-Wish, up to one million dollars! Just drop it in the big red letterbox at Macy's or send it online at macys.com/believe. #MacysBelieve

2. Who is Make-A-Wish?

Together, Make-A-Wish creates life-changing wishes for children with critical illnesses. Wishes inspire and have the power to transform lives. Wishes help kids look past their limitations, families overcome anxiety, and entire communities experience joy. Most importantly, wishes improve a child's quality of life, giving them a better chance of recovering.

3. How can I get involved?

You can make a difference. Write your letter to Santa and drop it off at your local Macy's store, or create and send your letter online at macys.com/believe today. Ask your family and friends to write letters too. You can also use the Educator and Community Leader Engagement Kit with your family. The kit is located at macys.com/believe.

4. Where can I find more information about Make-A-Wish?

Visit Make-A-Wish online at wish.org to find out more about one of the world's leading charities and see how you can help grant wishes.

5. Do the letters actually have to be stamped?

Macy's partners directly with the U.S. Postal Service to ensure the letters received at Macy's in the big red Santa Mail letterboxes are delivered to the Post Office for mailing to Santa at the North Pole. Therefore, like any letter that is mailed, we ask that each be individually stamped. However, if you are unable to provide a stamp and would still like to participate in the letter writing campaign to benefit Make-A-Wish, Macy's will make sure your letter gets mailed to Santa. If you write your letter online to Santa, we will send it to him on your behalf.

6. Do the letters get answered or will the customer receive a response?

All of the letters Macy's receives in the big red Santa Mail letterboxes are collected, counted and delivered to the U.S. Postal Service for mailing to Santa at the North Pole. If you write your letter online to Santa or send

your letter at Macy's, we will send it to him on your behalf. Macy's and Make-A-Wish employees do not read or answer any of the letters deposited or submitted online, as they are for Santa's eyes only!

- 7. What happens to the letter once it gets deposited into the big red letterbox or sent to Santa online?**
All of the letters Macy's receives in the big red Santa Mail letterboxes are collected, counted and delivered to the U.S. Postal Service for mailing to Santa at the North Pole. If you write your letter online, we will send it to him on your behalf.
- 8. How do I explain to my child why Santa didn't bring what he/she asked for in his/her letter to Santa?**
Santa always listens to what children want, but does not promise to get everything on their list. He will always do his best.
- 9. Why letters to *Santa*? Who is the person "playing" Santa? Etc.**
Santa has a long-standing relationship with Macy's, as he has been visiting with children of all ages at Macy's since 1862.

Macy's Santa is the "real" one-and-only Santa.

Macy's Believe campaign seeks to inspire our customers with the spirit of the season. With the joy, love and generosity of children across the world who "Believe," Santa will continue to bring the spirit of the Christmas season for generations to come.

- 10. Is there an age limit to who can submit letters?**
No. Santa likes to hear from believers of all ages.