



ANDY TRANSPLANT FOUNDATION
Saving Lives Through Awareness & Research



For Immediate Release

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Andy Transplant Foundation, Inc. Joins in Macy's Fifth Annual *Shop for a Cause Day*

Transplant foundation to benefit from sale of Macy's savings passes

CARY, NC - November 1, 2010 - Andy Transplant Foundation Inc. recently participated in the fifth annual Macy's Shop for a Cause charity shopping event, which has raised more than \$34 million for local charities across the country since 2006. This year's Shop for a Cause event took place at all Macy's stores and www.macys.com on Saturday, Oct. 16, 2010, and at select stores on Friday, Oct. 15, 2010.

Andy Transplant Foundation partnered with Macy's Shop for a Cause, selling tickets throughout the United States. With the help of students from the Meredith College fashion merchandising and design program, the foundation provided a runway fashion show with Macy's at the Cary Towne Center to showcase Macy's designer collections and celebrate National Day of Support for Our Community. Executive Chef Donna Ford, of Sweet Memories Bakery in Apex, N.C., provided gourmet cookies that were sold at the event; proceeds went to the foundation. Ford will be appearing on Food Network on Sunday, Nov. 7 at 8 p.m. Cookies from Sweet Memories Bakery are still being sold on www.sweetmemoriesbakery.com to benefit the foundation, and can be shipped nationwide.

Macy's Shop for a Cause provides participating organizations with shopping passes to sell for \$5 each; organizations keep 100 percent of every ticket sale. Pass holders enjoyed 20 or 10 percent off most regular, sale and clearance purchases, and 25 percent off one regular, sale or clearance item in men's, women's or children's apparel or accessories. By purchasing a shopping pass to the event, customers were able to support their favorite causes while enjoying

a day of spectacular discounts, entertainment, special events, and a chance to win a \$500 shopping spree.

“Macy’s is committed to giving back to our communities, and we are proud to offer our customers an easy way to make a positive difference while enjoying great savings at our stores. Last year alone, the Shop for a Cause program raised more than \$6 million for nearly 10,000 charities,” said Macy’s Executive Vice President of Marketing Martine Reardon. “Shop for a Cause is a meaningful way for Macy’s customers and associates to give back to the charities, schools and nonprofits that matter most to them.”

In addition to participating in Macy’s Shop for a Cause, Andy Transplant Foundation has also launched a blog and a community outreach program called “Project Andy.” According to its co-founder Susan Thompson, “Our health system needs to be changed community by community to help save lives. That is why we are building Project Andy’s reach out program with the community.”

To make a contribution or buy cookies to benefit Andy Transplant Foundation, call 866-411-6616 or e-mail info@andytransplantfoundation.org for more information. Supporters who have purchased Shop for a Cause passes can log on to www.macys.com to find their nearest Macy’s store.

About Macy’s

Macy’s, the largest retail brand of Macy’s, Inc., delivers fashion and affordable luxury to customers at more than 800 locations in 45 states, the District of Columbia, Puerto Rico and Guam. Macy’s stores and macys.com offer 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 150-year tradition, Macy’s helps strengthen communities by supporting local and national charities that make a difference in the lives of our customers.

For Macy’s media materials, images and contacts, please visit our online pressroom at www.macys.com/pressroom.

About Andy Transplant Foundation, Inc.

Established in 2004, Andy Transplant Foundation, Inc. is headquartered in Cary, N.C., with operations throughout North America. The foundation's core objective is to save and improve the lives of individuals in need of organ transplants. They support transplant research and increase awareness of the need for individual organ transplant donations. For more information about Andy Transplant Foundation, and to find out how you can support them, visit www.andytransplantfoundation.org. Susan Thompson, founder of Andy Transplant Foundation, is a [Cambridge Who's Who[®]](#) Hall of Fame member. [Cambridge Who's Who](#) is the premier organization for professional branding and networking, providing valuable tools to help individuals gain recognition and enhance their careers. Recently, Donald Trump Jr. joined Cambridge as its executive director of global branding and networking. To learn more about this strategic partnership, please view the [Cambridge Who's Who Corporate Announcement Video](#).

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