



## LOS ANGELES WILDFIRE RESPONSE – IN PROGRESS

### **Macy's, Inc. Summary of Response**

The entire Macy's, Inc. family is deeply saddened by the wildfire devastation in Los Angeles. Our hearts and thoughts go out to our colleagues, customers, and the broader community impacted.

To support relief efforts, Macy's, Inc. has made a series of donations to assist including to the American Red Cross Disaster Responder Program, the CALFUND Wildfire Recovery Fund, and activated Macy's own North Star Relief Fund focused on providing colleagues with immediate access to funds in times of natural disaster and personal hardship.

Macy's stores throughout California are offering customers the opportunity to round up their in-store purchases to the nearest dollar (up to \$.99) to benefit wildfire relief efforts through the American Red Cross.

In addition, later this week will implement a customer charitable round-up campaign across stores in Arizona, Nevada, Oregon and Washington to benefit those impacted by the wildfires.

As those affected begin to recover and rebuild, now through June 9, 2025, Macy's will provide a savings pass at select Southern California stores for 10-30% off that can be used to replace any needed items. Bloomingdale's and Bluemercury stores are also offering their Friends & Family discounts for the replacement of essentials.

### **Macy's, Inc. LA Wildfires FAQ, 1/13/25**

#### **How many Macy's stores were damaged or closed due to the Los Angeles wildfires, and are all employees accounted for.**

- At Macy's, Inc., the safety of our customers and colleagues is always our top priority.
- Wellness checks with colleagues in impacted areas have been conducted and we are providing assistance as needed to those displaced by the wildfire or evacuation orders.
- All Macy's, Bloomingdale's, Bluemercury and Supply Chain locations in Los Angeles are open and operating on schedule.

#### **How is Macy's helping in the relief/reconstruction efforts in affected states?**

Macy's, Inc. is committed to strengthening the community as neighbors, customers and colleagues begin the recovery process following the Los Angeles wildfires. Macy's, Inc. has donated via the following:

- **American Red Cross:** As part of Macy's annual commitment to the American Red Cross Disaster Responder Program, Macy's has donated \$100,000 in response to recent wildfire relief efforts.
- **CALFUND Wildfire Recovery Fund:** Bloomingdale's donated \$25,000 and provided water to affected area residents.
- **Disaster Giving Response:** Macy's stores throughout California are offering customers the opportunity to round up their in-store purchases to the nearest dollar (up to \$.99) to benefit wildfire relief efforts through the American Red Cross. 100% of all funds raised will benefit American Red Cross' California Wildfire 2025 relief efforts through 1/31.
  - Macy's stores are also working to implement a charitable in-store round up in Arizona, Nevada, Oregon and Washington to benefit American Red Cross and one other local California charity (TBC)
- **North Star Relief Fund:** The North Star Relief Fund, a designated 501(c)(3) charity that is funded primarily by Macy's, Inc. and its employees, is available for our colleagues to apply for emergency

relief grants. This Fund provides rapid, direct financial assistance to employees in need during times of natural disaster or personal hardship.

- **Savings Passes:**

- Macy's: Macy's stores are offering savings passes to select locations throughout the Los Angeles area providing our best savings of 10-30% to those impacted to help them replace needed items through 6/9/25. Additionally, for impacted customers and colleagues, Macy's will offer 24-month financing plans for Big Ticket and furniture now through 6/9/25.
- Bloomingdale's: Friends & Family discount (25%) on essentials. Action messenger fees waived on deliveries to these customers. Next Day Air waived for clients outside Action's delivery zone.
- Bluemercury: Offering colleague discount and providing samples/GWPs to anyone affected.