



**FOR IMMEDIATE RELEASE**

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**THE BOYS & GIRLS CLUBS OF BURBANK AND GREATER EAST VALLEY HOLIDAYS TO SHINE  
WITH GENEROUS DONATION FROM MACY'S**

*(Burbank, CA), (November 1, 2010)* -- Macy's Northwest and Macy's Southwest, two of eight divisions of the retail icon, announced today that together with its customers, it projects raising more than \$1 million with its Thanks For Sharing holiday campaign with Boys & Girls Clubs of America (BGCA).

This donation will support the local Boys & Girls Clubs of Burbank and Greater East Valley with proceeds funding education programs that enable Club members to become proficient in basic educational disciplines, set goals, explore careers, prepare for employment and embrace technology to achieve a great future.

Through Macy's Thanks for Sharing holiday campaign, shoppers are encouraged to charge a one-time enrollment fee of \$25 to their Macy's credit card, in turn, a portion of this fee will be donated to the Boys & Girls Clubs of Burbank and Greater East Valley plus customers receive a 10 percent reward on their credit card purchases.

"We are extremely grateful for the Macy's Thanks for Sharing campaign since so many of the young people we serve need the most, but have the least," said Shanna Warren Executive Director, Boys & Girls Clubs of Burbank and Greater East Valley. "We believe there is no better investment than our nation's youth especially when it comes to ensuring their academic success, so essential to the prosperity of our community."

According to the Education Research Center, only 69.6 percent of public school students graduate from high school on time with a diploma. BGCA's graduation strategy – **Every Member, Every Year** – aims to ensure that all Club members progress on time each year to the next grade level.

Boys & Girls Club staff do this by discussing the importance of education and high school graduation; recognizing academic successes, including homework completion, grade improvement and progression; and implementing educational programming that teaches members new skills and reinforces those needed to be successful in school.

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Boys & Girls Clubs of America and Macy's share the belief that out-of-school time is an important factor in the overall education equation and the retailer's donation to the Boys & Girls Clubs of Burbank and Greater East Valley will ensure a great future for the community's young people.

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**About Macy's Thanks for Sharing Campaign**

Macy's Northwest's and Southwest's campaign will benefit Boys & Girls Clubs in the states of: Arizona, California, Colorado, Idaho, Montana, New Mexico, Nevada, Oregon, Utah, Washington and Wyoming. The Thanks for Sharing Campaign is scheduled to conclude on December 31.

Since 2002, Macy's customers and employees have contributed more than \$8 million to local Boys & Girls Clubs in Macy's Northwest and Southwest Regions.

**About the Boys & Girls Club of Burbank and Greater East Valley**

The Boys & Girls Club of Burbank and Greater East Valley was founded in 1995 as a response to the local need for safe, healthy, productive activities for youth during after-school hours.

The Boys & Girls Club of Burbank and Greater East Valley, located at 2244 N. Buena Vista St. Burbank, CA 91504 Telephone: 818-842-9333. Website: [www.bgcburbank.org](http://www.bgcburbank.org)