

For Immediate Release

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**Florence Crittenton partners with Macy's for Sixth Annual
*Shop for a Cause Day***

Macy's helps local charity raise funds and awareness for important cause

PHOENIX – August 15, 2011 – Florence Crittenton is partnering with Macy's to invite customers to participate in Macy's sixth annual "Shop for a Cause" charity shopping event. Macy's 2011 Shop for a Cause will take place on August 27, 2011, and customers can purchase tickets now from Florence Crittenton. Macy's Shop for a Cause is a unique one-day-only shopping event created to support local charities' fundraising efforts, which has helped raised more than \$38 million for charities across the country since 2006.

By purchasing a shopping pass to the event from Florence Crittenton, customers support vital programs that provide safety, hope and opportunity to at-risk girls and young women in the community while enjoying a day of spectacular discounts, entertainment, special events. Pass holders will enjoy special discounts on most regular, sale and clearance purchases all day, valid at any Macy's nation-wide and online. Some exclusions apply.

"Macy's is committed to giving back to our local communities. Our annual Shop for a Cause Program is meaningful for us because it gives our customers and associates an opportunity to give back to the local charities, schools and non-profits that matter a great deal to them," said Martine Reardon, Macy's Executive Vice President of Marketing.

Macy's has provided Florence Crittenton with shopping passes to sell for \$5 each. Florence Crittenton will keep 100% of the proceeds from every savings pass it sells. The more Florence Crittenton sells, the more money the agency will raise!

"Florence Crittenton is pleased to participate in this year's Shop for a Cause event," said Gayle Jackson, interim chief executive officer of Florence Crittenton. "It provides a fun way for our friends to support our programs and for us to introduce our agency to new friends."

To purchase your \$5 Macy's shopping passes from Florence Crittenton, contact Debbie Weisz, special events manager, at 602.288.4575 or dweisz@flocrit.org. More information is also available at www.flocrit.org.

About Florence Crittenton

For more than 115 years, Florence Crittenton has helped at-risk girls and young women ages 10-21 discover their strength and self-worth by providing them the support and resources they need to reach their full potential as successful and independent members of our community. Many of the young women Florence Crittenton services are struggling to overcome challenges caused by poverty, abuse, neglect, crime, homelessness and violence. Each year, the agency provides shelter, education, counseling and social support to nearly 2,000 girls and their families.

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