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**MACY'S PASSPORT PRESENTS GLAMORAMA TO HIT FOUR-CITY  
TOUR WITH FASHION. FANTASY. MUSIC. MAGIC**

*Macy Gray and Eric Hutchinson star in fashion extravaganza benefiting  
Children's Cancer Research Fund*

**MINNEAPOLIS — July 16, 2010** — Macy's Passport Presents Glamorama 2010 kicks off a four-city tour in **Minneapolis at the Orpheum Theatre on Friday, August 6 at 8 p.m.** with an extraordinary event encompassing fashion, fantasy, music and magic. With performances by Grammy award-winning singer **Macy Gray** and young hit maker **Eric Hutchinson**, Macy's fashion spectacular will hit the runway with an innovative look into a wonderland of style and inspire guests to dream big. This over-the-top event combining fashions, dance, musical entertainment and special effects will once again benefit Children's Cancer Research Fund.

"We are proud to partner with Children's Cancer Research Fund through this event as it has been 18 years, raising more than 4 million dollars," said Mike Dervos, SVP, regional director of stores, Macy's North Region. "Their impact in the fight against childhood cancer affects children and families in the Twin Cities and around the world."

This year's show will open unlike any other with an over-the-top theatrical fantasy created by designer **Chris March** – known by millions as a finalist on Season 4 of Bravo's Project Runway. "The show will be a magical experience of high fashion set against a multidimensional theatrical production with surprises at every turn, introducing 3-D holographic effects, elements of flight, visual vistas and a sampling of controller-free entertainment by Kinect™ for Xbox 360®, all set against a larger-than-life LED video wall," said Mike Gansmoe, Macy's VP of Special Productions. And for the first time in the event's history, the runway show will integrate a dynamic dance segment featuring Material Girl collection – a line exclusive to Macy's designed by Madonna and her daughter Lola. The dance segment will be choreographed by **Brian Friedman**, famed dance choreographer to the stars and choreographer/judge on "So You Think You Can Dance?"

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Fashions take center stage on models being choreographed by **Myron Johnson** – Minneapolis-based theatre and production choreographer – all set against this magical backdrop with collections from Jean Paul Gaultier, Jezebel, Just Cavalli, Felina, 2(x)ist, Issey Miyake, Marc Jacobs, Material Girl, Philosophy di Alberta Ferretti, Sonia Rykiel, Sportmax, Tommy Hilfiger and Versace for men.

### **The Charity – Children's Cancer Research Fund**

Over the past 18 years, this event has contributed more than \$4 million to Children's Cancer Research Fund, a national nonprofit headquartered in Minneapolis. Money raised through Macy's Passport Presents Glamorama advances research that leads to innovative treatments for children worldwide with leukemias, brain tumors, sarcomas, and other life-threatening diseases.

"Macy's is a true partner in helping us advance the ground-breaking research that leads to new cures for young patients," said John Hallberg, CEO of Children's Cancer Research Fund.

"Macy's Passport Presents Glamorama gives us the chance to tell the story of research progress to our community, and to engage them in our mission."

### **The Post-Party**

Following the spectacular fashion, dance and music production at the Orpheum Theatre, guests will make their way to the 8<sup>th</sup> floor of Macy's Minneapolis for a post-party sure to delight, dazzle and stimulate the imagination. Illuminated elements and interactive entertainment create a playful landscape for post-party goers this year. Just past the canopy of butterflies, a candle lit path leads into a tattoo parlor where glow in the dark artistry is applied to partygoers. Beyond this giant tree draped in lights and dripping with jewels marks the center of the room and is surrounded by a full-service bar built around a magnificent tree trunk. Nearby, glow-in-the-dark hula-hoops will spiral and spin on dancers' bodies throughout the evening as DJ Dan Jordan plays the hottest hits and dance club mixes. View the creations resulting from the collaboration of graduates of the Chicago Fashion Incubator with OfficeMax that introduces one-of-a-kind work/fashion designs showcasing the newest trend of blending style with innovative function.

For the techno trendy and game savvy guests, a playground of challenges awaits. Test your luck with a classic claw game in the American Express Lounge for your chance at a variety of prizes from local restaurants provided by American Express. Mindball, a mental challenge that has players rigged with headbands and competing to move a ball with mental energy past their opponent, puts a new twist on head games. Not to be missed is the ultimate in controller-free gaming and entertainment, Kinect for Xbox 360. Kinect, hitting stores in November, marks a

whole new way to play with controller-free games and entertainment. Simply step in front of the sensor and Kinect sees you move, hears your voice and recognizes you – no controller required. Guests can enter for a chance to win one in our 30-day giveaway at [www.macys.com/glamorama](http://www.macys.com/glamorama) starting July 27!

With nearly 25 bars and food stations stocked with a variety of offerings from Patrón, Wente Vineyards, Summit Brewery and FIJI Water, guests can experience the gamut of tastes and flavors through a wonderland of culinary choices. For starters, pastas in varied shapes, sizes and an array of toppings. This year's menu proves to be a feast for the senses with a trio of meats served with savory selections of sauces and classic side dishes crafted with a contemporary twist. Sweet things abound with a sampling of decadent crepes, chocolate truffles and rich caramel deserts. Or peruse the candy garden and pick one of the planted edibles ripe for your eating pleasure. Not enough to satisfy your sweet tooth? Catch one of the many candy girls mingling throughout the party offering guests samples of sumptuous See's Candies, blinking candy rings and other fun treats.

### **Sponsors**

Premiere Partner – American Express

Signature Partners – Kinect by Xbox 360 and OfficeMax

Supporting Partners – Dove, Felina/Jezebel, FIJI Water, Gucci Flora, Hard Rock Hotel, Lancôme, Luna Bar, Material Girl, Patrón, Rockstar Energy Drink, See's, Joseph Michael's Salon, Summit Brewery, Tommy Hilfiger, Wente, and 2(x)ist

### **Ticket Information**

Tickets are on sale now and can be purchased through Children's Cancer Research Fund at [ChildrensCancer.org](http://ChildrensCancer.org) or by calling 952.893.9355. Tickets can also be purchased at the State Theatre Box Office, or by calling Ticketmaster at 1.800.982.2787. Tickets range in price from \$60 to \$750.

### **Get Glam All Month Long: The Glam Pass**

Shop, save and support a great cause with Macy's Glam Pass. Available to purchase for \$10 in all Twin Cities area stores from July 15 through August 15. Purchase the Glam Pass and receive a 15 to 20% for an entire in-store shopping day and a \$10 off of a future \$50 purchase made between August 16<sup>th</sup> and September 6<sup>th</sup>. For each Glam Pass purchased, \$5 will benefit Children's Cancer Research Fund.

## **History of Macy's Passport Presents Glamorama**

This year marks a new era with **Macy's Passport Presents Glamorama** – a name that joins the best elements from **Macy's Passport** in Los Angeles and San Francisco and **Macy's Glamorama** in Minneapolis and Chicago. Both shows have had a rich tradition of producing an over-the-top fashion show and post-party with local charity beneficiaries and now will become a four-city tour through Minneapolis, Chicago, Los Angeles and San Francisco.

Glamorama debuted under Dayton's as "A Cause for Applause" in Minneapolis in 1992 and became known as Fash Bash in 1995. This event came to Chicago in 1999 and was named Glamorama in 2003, chosen for its instant connotation of fashion, entertainment, event, energy, glamour and fun. **Macy's Passport Presents Glamorama** raises money to support children's cancer research; to improving the health, well-being and education of children; and to help with HIV/AIDS services, prevention and research. This event has taken fashion to the highest level of design, making the event the hottest ticket in town.

## **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 epic events like 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 additional media materials, images and contacts, please visit our online pressroom at [www.macys.com/pressroom](http://www.macys.com/pressroom) or [www.macys.com/glamorama](http://www.macys.com/glamorama).

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