



MEDIA ALERT

*****INTERVIEW, PHOTO & B-ROLL OPPORTUNITY*****

**“BE BOOK SMART” THIS SUMMER! MACY’S AND READING IS FUNDAMENTAL
WELCOME BRIANA OF BRIANA’S NEIGHBORHOOD TO NORTHPOINT MALL**

*Macy’s and Reading Is Fundamental join together to spark children’s imagination
this summer with reading circles throughout the country*

WHO: In the 11th year of a partnership that has resulted in nearly \$30 million to provide books to children in need, **Macy’s** and **Reading is Fundamental (RIF)** have joined together to launch **Be Book Smart**, a customer-supported campaign that has delivered over 10 million books to children. In Atlanta, Macy’s **Be Book Smart** campaign will help provide new, quality children’s books to the local community, which directly benefits local children and families.

WHAT: Macy’s and RIF invite you to spark your child’s imagination this summer. To celebrate the classic children story, **Briana Goes Green**, you’re invited to stop by for a special reading by the author **Sahar Simmons!** Briana’s Neighborhood fans and customers alike will also have the exclusive opportunity to meet and mingle with **Briana** in person immediately following the reading. Plus, with any \$35 or more purchase in the Children’s Department, the author, Sahar Simmons will autograph a copy of the book *Briana Goes Green*.

This special appearance by **Briana** is to support the kick-off of the **Be Book Smart** campaign which launches on June 18.

Note: Photo attached.

WHEN: **Saturday, June 28, 2014**
2:00 p.m.

WHERE: **Macy’s at Northpoint Mall, Children’s Department**
5000 North Point Circle
Alpharetta, GA 30022

MORE: **Be Book Smart** invites Macy’s customers coast-to-coast to give \$3 at any Macy’s register in-store to help provide a book for a child in their local community. Macy’s will donate 100 percent of every \$3 to RIF, and customers will receive a coupon for \$10 off an in-store purchase of \$30 or more. The campaign begins on June 18 and will go through July 13.

***Editor’s Note: Briana and Sahar Simmons will be available for interviews prior to the event. Please contact Georgi Pipkin, Macy’s Media Relations, via email at Georgi.Pipkin@macys.com or call 305-577-1973 to arrange.**

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