

Contact: Juddy Montenegro
Public Information
Phone: (562) 904-1895
Fax: (562) 923-6388
jmontenegro@downeyca.org

City of Downey
11111 Brookshire Ave
Downey, CA 90241
www.downeyca.org

CITY OF DOWNEY

PRESS RELEASE



Independence Park Identified as Macy's "Heart Your Park" Fundraising Program Recipient

Macy's partners with the National Recreation and Park Association to raise funds for local parks

Downey, CA, March 5, 2014: The City is pleased to announce that Independence Park has been selected for "Heart Your Park," a program introduced as part of Macy's "Secret Garden" campaign, which aims to raise awareness and dollars for local parks across the country. **From March 7 to March 31**, customers at Macy's Stonewood Mall can donate \$1 or more at the register, with 100 percent of the donations benefiting Independence Park. In addition, Macy's will match the total customer donation across all stores, dollar for dollar, up to \$250,000 in total.

Independence Park is one of more than 550 parks nationwide that will benefit from Macy's "Heart Your Park" this spring. In partnership with the National Recreation and Park Association (NRPA), the national non-profit organization dedicated to the advancement of community parks, recreation and conservation, Macy's stores across the country have each selected a local park or green space in their community to support through the program. Donations will go toward making improvements, such as maintaining trails, playgrounds, ball fields, and much more.

"We are thrilled to partner with Macy's and NRPA for 'Heart Your Park' this spring," said Mayor Fernando Vasquez. "Through this wonderful program and donations by Macy's customers, we are excited about the additional funding we will receive to help make improvements at Independence Park and we greatly appreciate Macy's support."

"Heart Your Park" is part of Macy's "Secret Garden" spring campaign that will come to life at Macy's stores and on macys.com with an infusion of garden-inspired merchandise, special promotions and events. For more information on "Secret Garden," visit macys.com/secretgarden. For a full list of the parks benefiting from Macy's "Heart Your Park," visit macys.com/parks.

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