

MACY'S PASSPORT PRESENTS  
*Glamorama*

**FOR IMMEDIATE RELEASE**

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**MACY'S CONTINUES TRADITION OF FASHION AND COMPASSION WITH  
PASSPORT PRESENTS GLAMORAMA**

*Macy Gray and Eric Hutchinson headline fashion extravaganza in Downtown Los Angeles  
benefiting AIDS Project Los Angeles and Project Angel Food*

**LOS ANGELES, CA – June 29, 2010** – This year the annual Macy's Passport fashion benefit will undergo a remarkable transformation, becoming **Macy's Passport Presents Glamorama**, and moving from its 14-year westside location to the historic **Orpheum Theater on Broadway in Downtown Los Angeles**, in partnership with the City of Los Angeles and Councilmember José Huizar's **Bringing Back Broadway** revitalization initiative.

Passport began as an awareness-raising fashion show in Macy's employee cafeteria in 1982 and has since grown into one of the largest and longest-running HIV/AIDS events of its kind. The fashion benefit, with the help of the Macy's Foundation, has donated more than \$28 million for HIV/AIDS services, prevention and research.

This 28<sup>th</sup> annual event will take place for the first time at the Orpheum Theatre in Downtown Los Angeles on **Thursday, September 16, 2010 at 8 p.m.** Headlined by Grammy award-winning singer **Macy Gray** and singer-songwriter **Eric Hutchinson**, Macy's fashion spectacular will hit the runway with a modern twist on style and once again, all to benefit AIDS Project Los Angeles and Project Angel Food.

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**Page 2**

"Having Macy's relocate this important industry event to Downtown at the Orpheum is a coup for Los Angeles, for Bringing Back Broadway and the L.A. Fashion District. It will bring revenue to our city and represents the perfect marriage of history, glamour and fashion, while raising funds for the fight against AIDS," said Councilmember José Huizar. "We're thrilled – and there's no better place than right here on Broadway."

This year's compilation of fashion, fantasy, music and magic makes for an exciting evening featuring creative combinations of colors, patterns, textures, shapes and trends. The over-the-top fully choreographed fashion show will include the following designers: Material Girl, Tommy Hilfiger, Marc by Marc Jacobs, INC International Concepts, Calvin Klein, Jezebel/Felina Lingerie, 2(X)ist and Just Cavalli, to name a few.

The move to the intersection of L.A.'s historic and fashion districts, allows Macy's to build upon its popular fashion show by targeting the young, fashion-conscious Downtown demographic.

"Macy's is excited to be part of the trend to bring iconic events to Downtown Los Angeles," said Larry Hashbarger, Special Productions Director for Macy's Parade & Entertainment Group. "Macy's Passport presents Glamorama is reinventing and re-imagining runway as theatre. This event is one of the largest, most prestigious fashion events & fundraisers in America and moving to the Orpheum Theatre means the event will be part of the dynamic change and energy of a revitalized downtown."

The Orpheum Theatre was built in 1926 for vaudeville. It has been fully restored into a world-class performance and production venue, just as Downtown has undergone an incredible renaissance.

"I have worked downtown for almost 40 years and the transformation over the past decade is amazing," said Steve Needleman, owner of the Orpheum Theatre. "Downtown is now the place to be in Los Angeles, and I'm ecstatic to have Macy's Passport Glamorama in its new home at the Orpheum Theatre."

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**Page 3**

Beneficiaries of the event are equally energized: "Macy's Passport presents Glamorama is an exciting evolution for an event that has allowed APLA to provide life-sustaining care to many thousands of Angelenos living with HIV/AIDS who have nowhere else to turn. Macy's is an exceptional partner in the fight against AIDS, and we're honored to benefit from such a highly anticipated event." said Craig E. Thompson, Executive Director of AIDS Project Los Angeles.

Margaret Steele, Executive Director of Project Angel Food added: "Project Angel Food is proud to be a beneficiary of Macy's Passport and applauds Macy's for its long-time and consistent dedication to caring for people affected by HIV/AIDS. They allow Project Angel Food to prepare, cook and deliver over 13,000 meals a week to men, women and children affected by HIV/AIDS, cancer and other life threatening illnesses throughout Los Angeles County."

This year Macy's Passport Presents Glamorama is expected to raise an additional \$150,000 for those two organizations, along with additional grants to HIV and AIDS organizations throughout Southern California.

Following the fashion show and musical performances, guests will make their way to the California Market Center for an innovative post-party where the fusion of fashion, art and music continues throughout the evening.

"The California Market Center has been a downtown fashion staple for over 50 years, and we are excited to celebrate the Macy's Passport presents Glamorama post-party here in our building," expressed Joanne Lee, Senior Vice President of the California Market Center. "We continue to support our local fashion and art community, and expect this event to bring a burst of attention to the neighborhood and Macys important charitable organizations."

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Page 4

### **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.

### **About AIDS Project Los Angeles**

AIDS Project Los Angeles is dedicated to: improving the lives of people affected by HIV disease; reducing the incidence of HIV infection; and advocating for fair and effective HIV-related public policy. AIDS Project Los Angeles (APLA), one of the largest non-profit AIDS service organizations in the United States, provides bilingual direct services, prevention education and leadership on HIV/AIDS-related policy and legislation. With more than 25 years of service, APLA is a community-based, volunteer-supported organization with local, national and global reach. For more information, visit [www.apla.org](http://www.apla.org).

### **About Project Angel Food**

For life, for love, for as long as it takes-Project Angel Food. Project Angel Food's mission is to nourish the body and spirit of men, women and children affected by HIV/AIDS, cancer, and other life-threatening illnesses. Volunteers and staff cook and deliver free and nutritious meals prepared with love throughout Los Angeles County, acting out of a sense of urgency because hunger and illness do not wait. [www.projectangelfood.org](http://www.projectangelfood.org)

### **About Bringing Back Broadway**

Bringing Back Broadway is a 10-year plan to revitalize the Historic Broadway Theatre District in Downtown Los Angeles, a national register historic district. Once the commercial capital of the United States, with flagship stores and headquarters for major department stores, Broadway is also known as the birthplace of entertainment in Los Angeles and boasts a dozen historic movie palaces within ten blocks, between a bevy of commercial architectural gems from the early 20<sup>th</sup> century. The initiative is led by Los Angeles City Councilmember José Huizar, with Executive Director Jessica Wethington McLean. It combines historic preservation, economic development, transportation, and revitalization efforts with public policy and public-private partnerships to ensure Broadway's legacy is protected and that its vitality will be assured for future generations. [www.BringingBackBroadway.com](http://www.BringingBackBroadway.com)

### **About the Orpheum Theatre**

Since its February 15, 1926 opening, the Orpheum has played host to some of the most venerable names in show business – from burlesque queen Sally Rand, a young Judy Garland (as Francis Gumm) and comedian Jack Benny, to jazz greats like Lena Horne, Ella Fitzgerald and Duke Ellington. The 1960s brought a completely new dimension to the theater – "rock and roll" – with performers such as Little Richard, Aretha Franklin and Little Stevie Wonder. In more recent years, television, film and music video stars have added another new feature to the theater's history – location filming. The Orpheum underwent a multi-million dollar restoration and historic rehabilitation in recent years and today the world-class performance and production venue continues to welcome a wide variety of live performances and special events to its legendary stage. [www.laorpheum.com](http://www.laorpheum.com)

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Contact: Carol Marshall PR, [carol@cmarshallpr.com](mailto:carol@cmarshallpr.com), 818-760-6450

Page 5

### **About the L.A. Fashion District**

The L.A. Fashion District spans 90 blocks in Downtown Los Angeles. 80% of the district is comprised of wholesale-related business and it is the hub of the apparel industry on the West Coast. Buyers, retailers, wholesalers and designers create an exciting synergy that has become synonymous with Los Angeles fashion. The district hosts five market weeks a year, held in the showroom buildings of The Intersection. Other resources include dedicated gift/home markets and textile events held in the California Market Center, plus tradeshows and over 2,000 independent wholesalers and various apparel marts dispersed throughout the district. The L.A. Fashion District is also a retail bargain hunter's paradise, with over 1,000 stores that sell to the general public at wholesale discounted prices. L.A. Fashion District property owners support the L.A. Fashion District Business Improvement District, dedicated to making the community a clean, safe and friendly place to work, shop, do business and live through maintenance, security and marketing programs. [www.fashiondistrict.org](http://www.fashiondistrict.org)

For Macy's media materials, images and contacts, please visit our online pressroom at [www.macys.com/pressroom](http://www.macys.com/pressroom)

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