



Making Missions Possible

As part of its Mission Every One social purpose platform, Macy's partnered with TPL, reinforcing their commitment to creating a brighter future and bold representation for all.

Each Earth Month (April) from 2022 to 2025, Macy's customers across the country were invited to round up their in-store purchases to the nearest dollar and donate the change to Trust for Public Land. The jumbotron at Macy's Herald Square featured a video promoting the activation all month. Macy's employees also volunteered their service at TPL projects, and executive leadership collaborated on speaking engagements.

Overall, Macy's customers have contributed **more than \$4.5 million** to connect children, families, and communities to

the joys and benefits of the outdoors. Macy's extraordinary generosity and partnership with TPL helped **create 26 community schoolyards**, vibrant outdoor learning spaces that double as public parks outside of school hours. These green spaces benefit over 12,850 students and 367,000 residents combined.

The activations received top-tier media coverage from *Women's Wear Daily*, *MR Magazine*, and *FashionUnited*, further raising awareness of TPL's mission.

Together, TPL and Macy's have raised the bar on what can be achieved when partners with a shared cause unite for a greater good.



Bregy Elementary Schoolyard, PA. PHOTO: ELYSE LEYENBERGER / TPL STAFF