



# NEWS

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**FOR IMMEDIATE RELEASE: March 18, 2014**

## **Norristown Farm Park Recognized as a Recipient of Macy's "Heart Your Park" Fundraising Program**

**Norristown, PA (March 18, 2014)** – Montgomery County's Norristown Farm Park has been selected for "Heart Your Park," a program introduced as part of Macy's "Secret Garden" campaign, that aims to raise awareness and dollars for local parks across the country.

Now through March 31, 2014, customers at Macy's Plymouth Meeting Store can donate \$1 or more at the register, with 100 percent of the donations benefiting Norristown Farm Park. To further spread the love, Macy's will match the total customer donations across all stores, dollar for dollar, up to \$250,000 in total.

Norristown Farm 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, and ball fields, and everything in between.

"We are thrilled to partner with Macy's and NRPA for 'Heart Your Park' this spring," said Montgomery County Commissioner and member of the Montgomery County Parks, Trails and Historic Sites Advisory Board, Bruce L. Castor, Jr. "Through this wonderful program and donations by Macy's customers, we are excited about the increased awareness and additional funding for Norristown Farm Park. This park is a great asset to the community, 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 [www.macys.com](http://www.macys.com) with an infusion of garden-inspired merchandise, special promotions,

and events. For more information on “Secret Garden,” visit [www.macys.com/secretgarden](http://www.macys.com/secretgarden). For a full list of the parks benefiting from Macy’s “Heart Your Park,” visit [www.macys.com/parks](http://www.macys.com/parks).