



Macy's Nationally Sponsoring Empower African Children's Spirit of Uganda 2008 Tour

As a National Sponsor, Macy's will be prominently credited in multiple locations on the Empower African Children website and in all of the materials Empower African Children creates and distributes about the tour. These include performance calendars, T-shirts, music CDs, program notes, educational resource guide, national press release, and other announcements. Scheduled to log more than 8,000 miles, the Spirit of Uganda tour bus will be wrapped to promote the tour and will prominently feature Macy's logo. Macy's private-label brands, American Rag, Epic Threads, and Green Dog will also be the official clothing sponsor of the tour. *Transcendent Spirit: The Orphans of Uganda*, the beautiful and inspiring book published by Macy's West to commemorate Passport's 25th Anniversary, will be sold on tour and can be further promoted by the children at special appearances in select Macy's stores.

Empower African Children & Macy's Partnership History

Empower African Children is a non-profit organization inspired by the success stories from more than 15 years of work with Africa's vulnerable children. Launched in 2006 by child advocate Alexis Hefley – whose work with Ugandan children has earned her international acclaim – Empower African Children's programs provide a fresh new approach to unlocking the potential of this generation through innovative education, providing tools for success in life, thus creating confident, skillful, visionary leaders.

The Spirit of Uganda dancers presented a riveting performance of music and dance at the September 2007 Macy's Passport events in San Francisco and Los Angeles. When the children stepped on stage during the Epic Threads segment, their presence was emotional and pure magic that brought standing ovations and rave reviews in the media.



To commemorate Passport's Silver Anniversary, Macy's underwrote the creation of *Transcendent Spirit*, an extraordinary and moving book by world-renowned photojournalist Douglas Menuez, capturing the story of the children in Uganda, the impact of AIDS and how the transforming power of the arts has provided a message of hope.

The next exciting step in the partnership between Macy's and Empower African Children is the sponsorship of the Spirit of Uganda 2008 tour, taking the same magical synergy created in the Macy's Passport performance and *Transcendent Spirit* book on the road coast-to-coast for a four-month tour.

The Spirit of Uganda tour group is comprised of 22 children from ages 8 to 18 years old. The dancers are ambassadors for the AIDS and war-related orphans of Africa. These children are joyous, thriving examples of what is possible when potential is recognized and realized. Their bright faces build on the message of hope that Macy's has displayed through its unwavering dedication to the fight against HIV/AIDS since the onset of the AIDS pandemic in the early 1980's.

The tour will raise money to provide secondary education to orphans and vulnerable children in Uganda. Their new secondary school will serve 300 orphans and vulnerable children from Uganda and East Africa. The school will help children find their passions, discover their voices, develop leadership skills and gain self-confidence.

Tour Schedule – Public Performances

January 26	Davis, CA	Macy's West
February 1	Modesto, CA	Macy's West
February 2	San Rafael, CA	Macy's West
February 7	Santa Barbara, CA	Macy's West
February 13	Malibu, CA	Macy's West
February 22	Memphis, TN	Macy's South
February 29	Overland Parks, KS	Macy's Midwest
March 2	Cedar Falls, IA	Macy's Midwest
March 9	Pittsburgh, PA	Macy's East
March 14	Purchase, NY	Macy's East
March 17 – 23	New York, NY	Macy's East
March 28 – 29	Boston, MA	Macy's East
March 30	Portland, ME	Macy's East
April 3	Philadelphia, PA	Macy's East
April 16	Gainesville, FL	Macy's Florida
April 20	Norfolk, VA	Macy's East
April 23	Chapel Hill, NC	Macy's South
May 1	Dallas, TX	Macy's Midwest



Partnership Opportunities

- **Press**
 - Excellent media opportunity when tour bus rolls into your city
- **In-Store Appearances with Performance**
 - Provides exciting special event for Macy's customers
 - Raise funds for Empower African Children through *Transcendent Spirit* book, Spirit of Uganda T-shirt and CD sales
 - Promote their upcoming performance and sell tickets
 - Contact Alexis Hefley for possible in-store dates in your city
Email: alexis@empowerafricanchildren.org
Cell: (214) 641-7322
- **Advertising**
 - Include In-Store Appearance and Performance in local advertising
- **In-Store Signage**
 - Signs for Macy's West will be provided.

Suggested Promotional Opportunities

- First 50 customers receive a box of *Transcendent Spirit* notecards
- First 25 customers spending more than \$150 receive a signed copy of *Transcendent Spirit* book
- Purchase *Transcendent Spirit* book (\$35) and receive a \$10 EGC from Macy's

California Performance Schedule

January 19 12 – 2 pm	Macy's Sacramento	In-Store Appearance
January 26 3 pm & 8 pm	Mondavi Center for the Performing Arts Davis, CA	Performance
January 31 12 – 2 pm	Macy's Modesto	In-Store Appearance
February 1 8 pm	Gallo Center for the Arts Modesto, CA	Performance
February 2 11 am – 1 pm	Macy's Union Square	In-Store Appearance
February 2 8 pm	Marin Center San Rafael, CA	Performance
February 9 2 – 4 pm	Macy's Beverly Center	In-Store Appearance
February 13 8 pm	Pepperdine Malibu, CA	Performance