

Three Years Later, 78% of Chicago Shoppers Still Want Marshall Field's

A Spring 2009 survey of over 500 State Street and Michigan Avenue shoppers shows that after three years of Macy's, 78%* still want the return of Marshall Field's!

Marshall Field's was so many things on so many levels: Chicago's best known international fashion brand; culinary trend setter; customer service leader; retail innovator; Chicago's number three destination; a world-wide name synonymous with Chicago at its very finest with something for everyone from the wealthy to the poor; and much more.

In these difficult times, it is clear that we need a return to the best corporate values and international reputation that the store at 111 N. State St. embodies when it is run in quality, service, and name as Marshall Field's. The return of Field's would be an exceptional antidote to these exceptional economic times.

Our group continues to work hard to restore this icon's distinctively Chicago quality, service and culture, as well as the name "Marshall Field's." Simply putting a "Marshall Field's" sign on a "Macy's quality" store won't do. Among our many activities have been the distribution of over 130,000 buttons and lapel stickers and even more leaflets; the confrontation of Macy's execs at the annual stockholders meeting in Cincinnati; and rallies and letter-writing so as to sustain public awareness that Marshall Field's can and should come back.

Help Bring Back Field's By Boycotting Macy's

While Macy's has disregarded tens of thousands of petition signatures and letters in support of Field's, it *does* listen to a sustained reduction in sales at former Marshall Field's stores. The best way to send a message to Macy's that Marshall Field's must be brought back is to give your business to other Chicago retailers and never shop at Macy's and Bloomingdale's until Field's is revived. Your ongoing support and dedication to the return of Field's at its best embodies what is needed in the world today.

The boycott is working. Thanks to your help, it is only a matter of time until the visionary business and civic leaders with clout come forward to bring back Marshall Field's.

*MOE = ±4.23%, CI = 95%, See FieldsFansChicago.org

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RALLY FOR THE RETURN OF FIELD'S! Sunday, September 13, 2009, 1:00 p.m.

Join us under the Great Marshall Field's Clock
at State & Washington Streets

**Be there for Marshall Field's!
Be there for Chicago!**

Full Details About This & Future Events & More...

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