

FOR IMMEDIATE RELEASE (CHICAGO-September 10, 2019)

MARSHALL FIELD'S SELFIES RALLY:

**While Retailers are baffled about what will make bricks and mortar successful,
Chicagoans and tourists say one thing is a no-brainer:**

“Make Macy's Marshall Field's Again!”

When: Saturday, September 14, 2019, Noon–1 pm

Where: Under the Great Marshall Field Clock, State & Washington Streets

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What: All who support the return of Marshall Field and Company are encouraged to stop by under the Great Marshall Field's Clock at State and Washington and pose for a selfie holding one of our signs supporting Marshall Field's return. These selfies will be posted to our world-wide social media channels and passed along to civic and business leaders. So far, over 1,000 selfie-style photos have been collected in support of Marshall Field's return to the State Street store.

Background: As recently as 2005, the historic State Street location of Marshall Field's had billed itself as Chicago's third most-popular destination. The following year, the world-class emporium was converted to a location of NYC's Macy's. While no official statistics have been released, business and tourism appear to have declined dramatically at this location. Meanwhile, bucking the trends, the world's most successful and respected department store in the world today is London's Selfridges Oxford Street, an emporium that traces its roots to and is clone of Marshall Field and Company on State Street. That success shows it makes complete sense to re-establish the State Street store as Marshall Field's. Field's Fans have advocated for the State Street store to be run in name *as well as style and spirit* as Marshall Field's under Macy's, under Selfridges, or under some sort of multi-entity partnership. (In the case of Selfridges Group, it currently specializes in successfully operating world-class department stores under their historic, unique local identities. Moreover, Selfridges is currently operated by business people who were part-time Chicagoans for decades.)

Who is Field's Fans Chicago? Field's Fans Chicago is a grass roots organization consisting of Chicagoans, lovers of Chicago, national and international shopping tourists, and even individual Macy's stockholders. In a world that is politically polarized, Field's Fans' participation is fascinatingly bi-partisan, left to center to right. Participants support the return of Marshall Field and Company to Chicago's State Street to protect, honor, and restore Chicago's culture; increase Chicago tourism and thus tourism dollars and tax income; and unlock Macy's stockholder value. Regulars are also involved in other more important causes such as literacy, economic development, after-school programs, health advocacy, hunger relief, more.

Grass roots members of Field's Fans Chicago have:

- **Advocated for Marshall Field's return to State Street at Macy's stockholder meetings in Cincinnati.**
- **Advocated with local, national, and international civic and business leaders** for the preservation of the Marshall Field and Company Building on State Street and of course the return of Field's to State Street.
- **Distributed over 175,000 bookmark flyers and 150,000 pin-on buttons supporting Field's return**
- **Surveyed over 2,300 shoppers and tourists** showing 4 of 5 want Field's to return to State Street
- **Organized rallies and public events supporting Field's** featuring up to 400 participants.
- **Enaged in media coverage in over 1,000 publications**--BBC World Service, NPR, Chicago Public Radio, Chicago Tribune, Chicago Sun-Times, CBS News, ABC News, The New York Times, The Wall Street Journal, LA Times, Atlanta Constitution-Journal, Chicago local news shows, & many others world-wide.

Citizens who voluntarily identify as "Field's Fans Chicago" are solely responsible for the content of this press release. It is not connected with nor endorsed by Marshall Field's, Macy's, Bloomingdale's, Selfridges, or others. It is Field's Fan's understanding that Macy's current, official position is that the State Street store will remain Macy's.

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