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Hayward Area Recreation and Park District FOR IMMEDIATE RELEASE

GREENWOOD PARK CHOSEN AS MACY'S "HEART YOUR PARK" FUNDRAISING RECIPIENT

Macy's partners with the National Recreation and Park Association to raise funds for local parks nationwide, with every dollar matched by Macy's, up to \$250,000

Hayward, CA (March 11, 2014) – The Hayward Area Recreation and Park District (H.A.R.D.) is excited to announce that Greenwood Park has been chosen as one of 550 parks across the country to participate in the Macy's Heart Your Park program. During the month of March, customers at Macy's Southland Mall can donate \$1 or more at the register, with 100 percent of the donations benefiting Greenwood Park. To further spread the love, Macy's will match the total customer donation across all stores, dollar for dollar, up to \$250,000 in total. Macy's customers do not have to make a purchase to donate and donations are tax deductible.

In partnership with the National Recreation and Park Association (NRPA), this program is part of Macy's "Secret Garden" campaign, which aims to raise awareness and dollars for local parks across the country. Donations will go toward making improvements, such as maintaining trails, playgrounds, and basketball courts, and everything in between.

"We are thrilled to partner with Macy's and NRPA for 'Heart Your Park' this spring," said General Manager John Gouveia. "Through this wonderful program and donations by Macy's customers, we are excited about the increased awareness and additional funding for Greenwood Park. This park is a great asset to the community, and we greatly appreciate Macy's support."

Located at the corner of Eden and Middle Lane, Greenwood Park is near Southland Mall. The park was built in the mid 1980's and currently has a play area, basketball court, picnic tables, walking path and open lawn area. In anticipation of additional population in the area, H.A.R.D. and the City of Hayward collaborated on the three acre expansion and renovation of the park which is expected to be completed in 2014.

"Heart Your Park" is part of Macy's "Secret Garden" spring campaign that will come to life at Macy's stores and on macys.com with an infusion of garden-inspired merchandise, special promotions and events. For more information on "Secret Garden," visit www.macys.com/secretgarden. For a full list of the parks benefiting from Macy's "Heart Your Park," visit www.macys.com/parks.

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GREENWOOD PARK | Master Plan



GREENWOOD PARK | Playground & Plaza

