



PRESS RELEASE

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PAVE Announces 2009 Student Design Competition Sponsored by Macy's

Hollywood, Fla. (Aug. 11, 2009)—The Planning and Visual Education Partnership (PAVE) is pleased to announce its 15th annual international Student Design Competition. The competition is geared towards college-level students who are involved in retail planning, merchandising, and branding programs.

The 2009 competition, sponsored by Macy's, will challenge students to develop concepts in line with the company's branding, product lines, and retail stores. Macy's executives developed the design challenges along with PAVE's Education Chair Eric Feigenbaum of the Laboratory Institute of Merchandising (LIM), New York, and PAVE's education committee members. The competition's design challenges consist of a visual merchandising category and a store design category.

"We are very pleased that Macy's is again sponsoring PAVE's Student Design Competition. Their involvement offers students an opportunity to address real-world design challenges as they prepare for their future careers," said Richard Stolls, president of PAVE.

"Macy's is once again delighted to sponsor PAVE's Student Design Competition 2009. We are happy to assist in any and all efforts leading to the recognition and promotion of future talent in our industry. An event as unique as this one provides students that rare opportunity in the spotlight," said James Bellante, Group Vice President, Visual Merchandising, Macy's.

Deadline for entries is Nov. 9, 2009. Judging will take place in November 2009 at the Macy's offices in New York City. Prizes include grants to students and schools. Information on the competition, design challenges, how to enter, and entry forms are available online at www.paveinfo.org.

For more information about Macy's, please visit www.macys.com

PAVE — The Planning and Visual Education Partnership

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About PAVE

Founded in 1992, The Planning and Visual Education Partnership's (PAVE) objective is to encourage students to study in the field of retail design and planning and visual merchandising through its annual Student Design Competition. Additionally, PAVE seeks to encourage retail management, store planners, visual merchandisers, architects, and manufacturers to interact with and support design students. This is accomplished through projects, seminars, workshops, and the annual fundraising Gala with proceeds dedicated to educational programs and projects benefiting students. PAVE is a 501(c)(3) educational foundation administered by A.R.E.