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RETAIL

Bloomingdale's launches "Give Pink" effort to end breast cancer, tying virtual events with shopping incentives

September 25, 2020



TUNE IN FOR
A NIGHT OF
LAUGHTER

VIRTUAL EVENT!

Bloomingdale's virtual comedy show benefits three charity partners fighting breast cancer. Image courtesy of Bloomingdale's

By LUXURY DAILY NEWS SERVICE

U.S. department store chain Bloomingdale's is continuing to support breast cancer research, treatment, programs and awareness for the 16th year with its annual Pink campaign.

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Running through Sept. 25, the "Give Pink" campaign will this year involve shoppers in a series of virtual events benefiting three philanthropic partners of Bloomingdale's: Breast Cancer Research Foundation (BCRF), The Tutu Project and the Marisa Acocella Foundation.

"The annual Bloomingdale's Give Pink campaign is a cause that's important to our customers and Bloomingdale's family, and an initiative our communities look forward to supporting year after year," said Frank Berman, executive vice president and chief marketing officer of Bloomingdale's, in a statement.

"We evolved this year's campaign to provide convenient and engaging ways to give back through our virtual events, a format which has resonated incredibly well with our customers," he said.

"Last year, our customers helped raise over \$1 million dollars, and we're thrilled to mobilize our stores' communities once more to advance the work of our philanthropic partners."

Bloomingdale's is part of New York-based department store giant Macy's Inc.



BOX TO SUPPORT BREAST CANCER AWARENESS

VIRTUAL EVENT!

Box to support breast cancer awareness. Image courtesy of Bloomingdale's

Really giving back

The campaign includes shopping incentives, in-store visual displays and a series of employee engagement projects centered on education and volunteerism.

The virtual events let shoppers participate from home. They range from a [comedy show for the family](#) to enjoy or a [boxing class to break a sweat](#), allowing shoppers to tune in to the events for the great cause.

Bloomingdale's will donate 100 percent of ticket prices to fund research and support programs and awareness efforts at the Breast Cancer Research Foundation, The Tutu Project and the Marisa Acocella Foundation.

"Give Pink Get More" shopping promo

Bloomingdale's cardholders can enroll in the "Give Pink Get More" program to support the three philanthropic partners.

There is a \$15 fee to sign up, 100 percent of which goes to the organizations. Cardholders can earn \$25 through Nov. 1 in the form of a Give Pink, Get More gift card for every \$250 they spend in-store or online on their credit card.

Bloomingdale's will also donate 10 percent of the original value for every Little Pink Gift Card purchased to the Breast Cancer Research Foundation, The Tutu Project and the Marisa Acocella Foundation.

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