

Lord & Taylor Charity Day To Benefit Habitat For Humanity

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NEW YORK, April 19, 2016 /PRNewswire/ -- Lord & Taylor is proud to announce its spring 2016 Charity Day will take place on Saturday, April 30 to benefit Habitat for Humanity. All 50 Lord & Taylor stores will participate in an effort to raise funds for Habitat for Humanity, an organization that partners with people all over the world to help them build or improve a place they can call home. To date, Habitat has helped more than 6.8 million people worldwide.

The April 30 Charity Day expands Lord & Taylor's involvement with Habitat for Humanity to a national scale, which began as a partnership between the New York City Flagship and Habitat for Humanity's New York office last November. The retailer committed to raising funds to partner with a family to rebuild their home in Queens, with plans to present the keys to the family at this November's Fifth Avenue holiday windows unveiling.

"With Mother's Day approaching, we are all reminded how important family is," said Liz Rodbell, president, Hudson's Bay and Lord & Taylor. "Habitat for Humanity helps build homes in which families can thrive, and Lord & Taylor is proud to support their efforts."

Charity Day is an all-day shopping event that includes engaging in-store activations such as monogramming stations, denim customization, fashion illustrators, sweet treat sampling and more. Additionally, stores offer special discounts, local entertainment and refreshments.

With the purchase of a \$5 ticket, customers receive two 30%-off single-item coupons, as well as one 20%-off storewide savings pass (10% off of cosmetics and fragrances) for use on April 30 only (some exclusions apply). Tickets are available for purchase now at any Lord & Taylor store. The full \$5 cost of each ticket sale made in store will go to Habitat for Humanity. Additionally, 1% of all LordandTaylor.com sales received on April 30 will be donated to the organization, up to a maximum of \$15,000. Customers who purchase a \$5 ticket at entrance locations on April 30 will also receive a Mother's Day card to show appreciation for the special women in their lives.

In addition to the in-store activations and ticket sales, Lord & Taylor has teamed up with 1-800-FLOWERS.COM® in nine of its stores to provide a gift-with-purchase flower bar. Customers who spend \$200 or more (on merchandise after promotional discounts) in participating stores on April 30 will receive a 1-800-FLOWERS.COM® bouquet (while supplies last). The following Lord & Taylor stores will feature the flower bars: New York City Fifth Avenue flagship; Westchester, NY; King of Prussia, PA; Trumbull, CT; and five New Jersey locations: Quakerbridge, Ridgewood, Westfield, Willowbrook, and Garden State Plaza.

ABOUT HABITAT FOR HUMANITY INTERNATIONAL®

Driven by the vision that everyone needs a decent place to live, Habitat for Humanity has grown from a grassroots effort that began on a community farm in southern Georgia in 1976 to a global nonprofit housing organization in nearly 1,400 communities across the U.S. and in over 70 countries. People partner with Habitat for Humanity to build or improve a place they can call home. Habitat homeowners help build their own homes alongside volunteers and pay an affordable mortgage. Through financial support, volunteering, or adding a voice to support affordable housing, everyone can help families achieve the strength, stability and self-reliance they need to build better lives for themselves. Through shelter, we empower. To learn more, visit habitat.org.

ABOUT 1-800-FLOWERS.COM, INC.

1-800-FLOWERS.COM, Inc. is the world's leading florist and gift shop. For more than 40 years, 1-800-FLOWERS® (1-800-356-9377) has been helping deliver smiles for our customers with gifts for every occasion, including fresh flowers and the finest selection of plants, gift baskets, gourmet foods, confections, candles, balloons and plush stuffed animals. The Company's [BloomNet®](#) international floral wire service provides a broad range of quality products and value-added services designed to help professional florists grow their businesses profitably. The 1-800-FLOWERS.COM "Gift Shop" also includes gourmet gifts from [Harry & David®](#) (1-877-322-1200), [The Popcorn Factory®](#) (1-800-541-2676), [Cheryl's®](#) (1-800-443-8124), [Fannie May®](#) and [Harry London®](#), [1-800-Baskets.com®](#), [Wolferman's®](#) (1-800-999-1910), [FruitBouquets.com](#) and [Stock Yards®](#).

ABOUT LORD & TAYLOR

Founded in 1826, Lord & Taylor is the oldest department store in the United States and one of the country's premier retailers. It has built its reputation on offering high-quality fashion apparel and accessories, exciting store environments, and seamless service. Lord & Taylor operates 50 full-line locations primarily in the northeastern and mid-Atlantic U.S., and lordandtaylor.com. It is part of the Hudson's Bay Company brand portfolio.

CONTACTS:

Elizabeth FitzGerald
212-382-7756

Elizabeth.FitzGerald@lordandtaylor.com

Brooke Spanjian
212-391-3080

Brooke.Spanjian@lordandtaylor.com

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