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MEDIA RELEASE / COMMUNITY ALERT
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Macy's Hillsdale Donates $10,000 to Support the San Mateo Police Activities League's "Shop with a Cop" Event

One Hundred San Mateo PAL Youth Members to Receive a Holiday Shopping Experience at Macy's, alongside San Mateo Police Officers & Explorers.

San Mateo, CA – December 2025 – The San Mateo Police Activities League (San Mateo PAL) is proud to announce it received a generous $10,000 donation from Macy's (Hillsdale Shopping Center), in support of this year's "Shop with a Cop" event, taking place on December 6, 2025. The contribution is part of Macy's "Mission Every One" social impact program, an ongoing commitment to youth empowerment and strengthening community relationships.

The Shop with a Cop event will pair one hundred (100) ***pre-registered** San Mateo PAL youth members with police officers and Explorers from the San Mateo Police Department for a day of holiday shopping and meaningful interaction. With Macy's support, these children will receive a $100 gift card to shop for clothing, toys, essentials, and gifts for their families.

In addition to Macy's financial contribution, the Hillsdale Shopping Center has donated an additional $1,000, and several local businesses have stepped up to provide in-kind donations, in the form of refreshments and goodie bag items.

The event will also feature special guests to include community leaders, first responders, Geoffrey the Giraffe - mascot of Toys "R" Us, as well as Lou Seal - mascot of the San Francisco Giants. Rumor has it Santa Claus and Mrs. Claus will be available for photos with participants alongside the San Mateo Police Department's 1957 Plymouth Belvedere police car.

San Mateo PAL Director & Police Chief Ed Barberini expressed gratitude for the partnership saying, "Macy's generosity ensures that 100 children in our community will enjoy an unforgettable holiday experience. Their support, along with that of our local partners and law enforcement officers, helps us build trust and unity this holiday season. This event will truly help make the season brighter for local families in need."

Neicha Whalen, Macy's Hillsdale Store Manager, stated, "We're proud to sponsor this event because it offers us the opportunity to create meaningful impact in the lives of children right here in San Mateo. This initiative also helps us build stronger relationships with members of our community and law enforcement. Together we will create wonderful memories as we kickoff the holiday season in an enjoyable and meaningful way."

This special event will begin prior to the mall opening at 9 am and is expected to run through noon. Media is welcome to attend but should RSVP to San Mateo Police Department Community Relations Officer Jeanine Luna, jluna@cityofsanmateo.org.

About Macy's: Macy's, the largest retail brand of Macy's, Inc. (NYSE: M), serves as the style source for generations of customers. With one of the nation's largest e-commerce platforms powered by macys.com and mobile app, paired with a nationwide network of stores, Macy's delivers the most convenient and seamless shopping experience, offering great value in apparel, home, beauty, accessories and more. Macy's gives customers even more ways to shop through an off-price assortment at Macy's Backstage and at our highly curated Macy's small format stores. Each year, Macy's provides millions with unforgettable experiences through Macy's 4thh of July Fireworks® and Macy's Thanksgiving Day Parade® and helps our customers celebrate special moments, big and small. We're guided by our social commitment – to create a brighter future for all that empowers voice, choice and ownership for our colleagues, customers, communities and leaders of tomorrow.

About San Mateo PAL: San Mateo PAL is non-profit 501c(3) organization. Since 1997, the San Mateo Police Activities League (PAL) has been dedicated to creating opportunities for local youth through free or low-cost recreational, educational, and enrichment programs. With the support of a volunteer board of directors, police officers, parks and recreation staff, and city employees, PAL invests in kids, the heart of our community, to help build a stronger and safer San Mateo. PAL's mission is to "Build the Bond Between Cops & Kids."

To learn more about PAL, visit www.sanmateopal.org.

In-Kind Contributors:
The Breakfast Club
California Pizza Kitchen
Cinepolis
Flores Cocina & Bar
Pinstripes
Starbucks

This event is not open to the public and is a private event. While occurring in a public place, participants have been pre-selected from our membership to receive this experience.

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