



**THE ASTROSOCIOLOGY RESEARCH INSTITUTE
PARTNERS WITH MACY'S
FOR THE EIGHTH ANNUAL "SHOP FOR A CAUSE" EVENT**

Huntington Beach, CA, August 6, 2013 - Macy's will partner with the Astrosociology Research Institute (ARI) to invite customers to participate in Macy's eighth annual national "Shop For A Cause" charity shopping event on **August 24, 2013**. *Customers can purchase Macy's Savings Passes now from ARI.* Macy's "Shop For A Cause" is a unique one-day-only shopping event created to support local charities' fundraising efforts, which has helped raised more than \$46 million for charities across the country since 2006.

Macy's has provided ARI with Shopping Passes to sell for **\$5 each**, which provides discounts on purchases **up to 25% off** in the store and a chance to win a \$500 Macy's gift card. Shopping Pass holders will receive special discounts on most regular, sale, and clearance purchases all day, but some exclusions apply. ARI will receive the proceeds of every Shopping Pass it sells. The more ARI sells, the more money it will raise! For more information about Macy's "Shop For A Cause," visit www.macys.com/shopforacause.

ARI provides two ways to purchase the Macy's Shopping Pass. You may go to ARI's "Donation Options" page at www.astrosociology.org/donationoptions.html and purchase a Macy's Shopping Pass via PayPal, or you may send ARI a check to the address below. By sending ARI a check, it ensures that ARI receives 100% of your donation. Once we receive your payment via PayPal, we will send you a Macy's Shopping Pass (via email) in the PDF format to utilize during the sale on August 24 at any Macy's store. Please make sure you include your email address. Once we receive your payment via regular mail, we will send out printed versions of the Macy's Shopping Pass, though those sent close to the deadline may receive a PDF version to ensure delivery by August 24th.

By purchasing a Shopping Pass from ARI, customers support the development of the academic field of astrosociology by involving the social sciences, behavioral sciences, humanities, and the arts in conducting space education and research in collaboration with the space community, while enjoying a day of spectacular discounts, entertainment, and special events at Macy's. The Astrosociology Research Institute was created in 2008 to facilitate the organizing of the social sciences so that the human dimension of space exploration is better addressed. ARI's activities include active research on astrosocial phenomena, the Astrosociology in the Classroom program, *The Journal of Astrosociology*, the *Astrosociological Insights* newsletter, and the forthcoming book called *Launching Astrosociology* (see the ARI Projects page for additional details). Astrosociology also focuses on how outer space affects the daily lives of people and their societies on Earth.

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