



## **Mall Shoppers to Bid Online in Auction Benefiting American Heart Association**

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SANTA MONICA, Calif., Jan. 16 /PRNewswire/ -- A new 2001 red Volkswagen Beetle, a one week stay in a luxurious private villa in Greece, an autographed pair of shoes from Bette Midler, plus many other high dollar items will be auctioned online to benefit the American Heart Association.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20010116/NYFNSD15LOGO> )

Shoppers will try to out bid each other for over 1,000 items. Macerich Company, owner and operator of regional malls nationwide, has over 40 malls participating in the auction for which local merchants from each mall donated items. Beginning February 5 through March 8, shoppers can bid on items for their loved ones by visiting [www.ebidsfromtheheart.com](http://www.ebidsfromtheheart.com).

"Macerich researches trends in the retail business constantly and believed an online auction would allow shoppers a unique way to reach out and help a nonprofit organization like the American Heart Association," said Susan Valentine, senior vice president of marketing for the Macerich Company.

"eBids from the Heart," will have traditional shoppers bidding for some high dollar items with one hundred percent of the net proceeds raised benefiting the American Heart Association. Everything from merchandise and gift certificates from national retailers to travel packages have been donated for this Valentine's holiday online auction.

"This opportunity with Macerich through 'eBids from the Heart' gives the American Heart Association the chance to create a greater awareness for the prevention of heart disease and stroke while at the same time raising funds to support life-saving research," said William J. Bryant, chairman of the board for the American Heart Association.

Because of "eBids from the Heart," Valentine's Day this year will be all about the heart of giving. "I can't think of a better combination: shopping, celebrating Valentine's Day and helping a nonprofit organization like the American Heart Association. It is a shopper's dream come true. I will definitely have my box of chocolates near my computer," said Linda King, a Macerich mall shopper.

MissionFish.com will power "eBids from the Heart." MissionFish.com is an online company that turns donated goods into cash for nonprofit agencies nationwide. By meeting the needs of donors and auction shoppers, MissionFish produces a sustainable source of funding for non-profit organizations.

The American Heart Association is a not-for-profit, voluntary health organization dedicated to reducing disability and death from cardiovascular diseases and stroke. By 2008, the association strives to reduce coronary heart disease, stroke and risk by 25 percent. For more information, visit the American Heart Association web site at [www.americanheart.org](http://www.americanheart.org).

The Macerich Company, which owns and manages 46 regional malls and five community centers nationwide, is one of the nation's largest owner/operators of regional malls. Founded in 1965, Macerich is publicly traded on the New York Stock Exchange under the symbol "MAC". For more information, visit the Macerich website at [www.macerich.com](http://www.macerich.com).

If you are interested in becoming a bidder for "eBids from the Heart" visit online at [www.ebidsfromtheheart.com](http://www.ebidsfromtheheart.com). SOURCE Macerich Company

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