



CONTACTS: Orlando Veras / Christine Olver Nealon / Bridget Betances
Eventmedia@macys.com

AMERICA'S PARADE

FUN FACTS FOR THE 94th ANNUAL MACY'S THANKSGIVING DAY PARADE®

Every year the Macy's Thanksgiving Day Parade® marks the official start of the holiday season. This year, the reimagined celebration will shift to a television only presentation live from 34th Street featuring iconic elements including balloons, floats, street performances, clowns, and the one-and-only Santa Claus.

OVERVIEW:

- Years of the Macy's Thanksgiving Day Parade – 94 (est. 1924)
 - *Note: The Parade was canceled in 1942, 1943 and 1944 due to World War II*
- Television Viewers – More than 50 Million, one of the country's most viewed televised events
- Hours of Live Television – 3 (9 a.m. - noon, in all time zones), 3 rebroadcast (2 p.m.- 5 p.m., in all time zones)
- Years on NBC, official national broadcast partner – 68 (since 1952)
- NBC TODAY Show anchors as host of the Parade:
 - 2020 marks Hoda Kotb's 3rd year hosting
 - 2020 marks Savannah Guthrie's 9th year (since 2012)
 - 2020 marks Al Roker's 26th year (since 1995)

BALLOONS:

- Giant character helium balloons – 12
- *The Boss Baby* from DreamWorks Animation's "*The Boss Baby: Family Business*," *Red Titan* from "Ryan's World" by Sunlight Entertainment and pocket.watch
- Height of tallest balloon – 67 feet (Ronald McDonald®)
- Length of longest balloon – 72 feet (Sinclair's Dino®)
- Width of widest balloon – 38 feet (Trolls by DreamWorks Animation)

FLOATS:

- Floats – 19, comprised of hundreds of different set pieces and other structural elements
- New floats – This year four new floats will debut including *Big Turkey Spectacular* by Jennie-O, *Christmas in Town Square* by Lifetime®, *Her Future Is STEM-Sational* by Olay, and *Tom & Jerry's Tourist Trap* by Warner Bros. Pictures
- Length and height of largest float – 60 feet long and 3.5 stories tall (Santa's Sleigh)

ENTERTAINMENT, PERSONALITIES & PERFORMERS:

- Performance Groups – Performances representing the Coney Island USA Mermaid Parade, National Puerto Rican Day Parade, NYC Heritage of Pride March, NYC St. Patrick's Day Parade™, West Indian American Day Carnival Association, and performances by The Big Apple Circus, New York City Ballet, The NYPD Police Band, The West Point Marching Band, and Zeta Phi Beta
- Radio City Rockettes® – An annual favorite, they first performed in the 1959 Parade
- Broadway musicals – *Ain't Too Proud - The Life and Times of The Temptations*, *Hamilton*, *Jagged Little Pill*, and *Mean Girls* will celebrate Macy's long-standing relationship with Broadway which has been an annual tradition dating back to 1977
- Macy's Singing Christmas Tree – 60
- Santa Claus – the ONE and ONLY in his famed Parade finale appearance
 - Santa Claus has closed the Macy's Parade every year with the exception of 1932, the only year in which he led the official Parade march

BEHIND-THE-SCENES MAGIC BY THE MACY'S PARADE STUDIO TEAM:

- Hours of labor from the Parade Studio team of approximately 27 painters, carpenters, animators, sculptors, welders, scenic/costume designers, electricians and engineers – 50,000+
- Square Footage of the Parade Studio's headquarters – 72,000
- Gallons of Paint – 240
- Pounds of Glitter – 300
- Pounds of Confetti – 200
- Paint Brushes – 75 fine art brushes + 300 additional types of brushes
- A Parade float takes approximately four months to construct (with added time for ideation and design). If the Parade Studio team were to rebuild all 26 floats that will appear in the 2020 Parade, it would take more than eight years
- More than a ½ mile of hand sewn skirt and fringe wrap each float in the Parade.
- Costumes – 2,000
- Banner Carriers – 20

SAFETY PRECAUTIONS

As part of Macy's comprehensive health and wellness plan, below is a selection of some of the safety procedures and enhancements implemented. They include, but are not limited to the following:

- The traditional 2.5-mile Parade route will not be utilized this year, the only way to view the celebration is on television
- All participants, staff and performers will be tested for COVID-19 and undergo wellness checks prior to their Parade participation
- All participants will be appropriately socially distanced during staging and performances, and required to wear face coverings; additional personal protective protocols will be implemented based on the participant's role
- The overall number of participants have now been reduced by approximately 88%, and split over three days
- No participant in the Parade is under 18 years of age
- The majority of Parade participants hail from the New York tri-state area
- Previously selected regional High School and College Marching Band performances were deferred to the 2021 Macy's Parade, with locally based cultural and professional marching and musical ensembles taking over performance duties in the lineup

- A minute selection of elements will be showcased on television from previous Parade appearances
- A selection of Macy's signature giant character balloons will be flown without the traditional 80-100 handlers and instead employ an innovative, specially rigged anchor vehicle framework of five specialty vehicles tested and approved by the NYC Department of Transportation and the NYPD
- Macy's traditional Giant Balloon Inflation public event in New York City, the evening before Thanksgiving, will not take place

PLEASE NOTE: All talent, performers, elements and information included are subject to change.

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