

November 20, 2020



Magic On 34th Street: The World-Famous Macy's Thanksgiving Day Parade® Kicks Off The Holiday Season For Millions Of Television Viewers Watching Safely At Home

Reinvented to safely keep spectators in New York City at home and families nationwide glued to their televisions, the 94th edition of the iconic event ushers in the holiday season with a televised celebration featuring giant character balloons, animated floats, incredible street performances, musical acts, and the one-and-only Santa Claus

Macy's Thanksgiving Day Parade airs nationwide on NBC and Telemundo on Thursday, November 26, 2020 from 9 a.m. – Noon, in all time zones

NEW YORK--(BUSINESS WIRE)-- The tradition continues, as the Macy's Thanksgiving Day Parade®, the nation's grandest holiday spectacle returns to kick-off the holiday season from 34th Street! On Thursday, November 26, the time-honored phrase *Let's Have a Parade™* will cue the start of a reimagined celebration that will safely bring the magic of this cherished holiday tradition to television audiences nationwide. The 94th edition of Macy's Parade will feature a mix of the event's traditional giant character balloons, animated floats, exciting street performances and marching ensembles, musical acts, whimsical clowns and the arrival of the one-and-only Santa Claus. Reinvented to safely keep spectators in New York City at home and families nationwide glued to their televisions, America's premiere Thanksgiving holiday celebration will air on NBC and Telemundo from 9 a.m. – Noon, in all time zones.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20201120005554/en/>

“For nearly 100 years the Macy's Thanksgiving Day Parade has served as a milestone celebration that brings joy to millions of families nationwide and kicks off the holidays with unparalleled spectacle,” said Susan Tercero, executive producer of Macy's Thanksgiving Day Parade. “Our safely reimagined broadcast will continue that cherished tradition, as viewers nationwide celebrate together bringing a much-needed sense of normalcy to our lives.” She added, “Thanks to incredible partnerships with the city and state of New York, as well as a host of agency partners and a resilient team, together we will keep America entertained safely from the comforts of home this year. While it may look different in execution, we invite everyone to tune in and experience our incredible celebration on television featuring our signature character balloons, dazzling animated floats, whimsical clowns, world-class performances, and of course the arrival of Santa Claus, who will once



THE WORLD-FAMOUS MACY'S THANKSGIVING DAY PARADE® KICKS OFF THE HOLIDAY SEASON FOR MILLIONS OF TELEVISION VIEWERS WATCHING SAFELY AT HOME (Graphic: Business Wire)

Rodner Figueroa and Nastassja Bolivar.

CELEBRATE AND GIVE BACK

Since its inception, the Macy's Thanksgiving Day Parade has served as a reflection of the finest of American popular culture. From the best of music to the brightest lights on Broadway and everything in between. The impact of this year's pandemic related cancellations on some of New York City's most beloved arts, entertainment and cultural events was a huge loss felt by both New Yorkers and visitors alike who enjoy them annually as part of New York City's thriving and vibrant communities. To give the nation a dose of the lost magic of some of these beloved events, this year's Macy's Parade will feature a selection of performances representing a sampling of the annual traditions that had to scale back, cancel or indefinitely postpone their events or performances.

The best of Broadway will once again be featured in the Macy's Parade with performances from the casts of *Ain't Too Proud - The Life and Times of The Temptations*, *Hamilton*, *Jagged Little Pill*, and *Mean Girls*. In addition, the show-stopping *Radio City Rockettes*® will bring their signature magic to Herald Square.

again herald the start of the holiday season.”

A REIMAGINED NATIONAL SPECTACLE

The Macy's Thanksgiving Day Parade is annually the nation's most anticipated holiday celebration. To safely bring the spectacle to millions of viewers nationwide during this unprecedented time, the annual production will forgo marching down the traditional 2.5-mile route in Manhattan in order to avoid gathering large crowds. Instead it will be reimagined over the course of several days as a television-only event leading up to the live Thanksgiving Day broadcast that will feature the breadth of its signature elements. Broadcast nationally on NBC and Telemundo on Thursday, November 26, the TODAY Show's Savannah Guthrie, Hoda Kotb and Al Roker will host the live three-hour telecast for NBC, with the Spanish language simulcast on Telemundo hosted by Adamari López, Jessica Carrillo,

Entertaining viewers nationwide with their signature flair will be a special performance from the all-female samba drumline *Fogo Azul NYC* along with Pulitzer Prize winning playwright and Mermaid Queen Lynn Nottage and Dick Zigun representing the Coney Island USA Mermaid Parade; *Danza Fiesta* representing the National Puerto Rican Day Parade; *The Lesbian & Gay Big Apple Corps Band* representing the NYC Pride March; the Sugarplum Fairy from *George Balanchine's The Nutcracker*[®] representing the New York City Ballet; the *FDNY Emerald Society Pipes and Drums* representing the New York City St. Patrick's Day Parade[™]; and a special performance entitled *CaribeFuturism* featuring a collective of acts including partners Pan in Motion, Batingua Arts, Sesame Flyers, and Kaisokah Moko Jumbies with Carnival Queen Kay Mason representing the West Indian American Day Carnival Association.

The fun doesn't stop there with additional performances from *The Big Apple Circus*, *The NYPD Police Band*, *The West Point Marching Band* and the step skills of *Zeta Phi Beta*.

STARS ON PARADE

Setting the stage for entertainment on Thanksgiving Day will be stars for everyone in the family to enjoy. Featuring a mix of musical genres from Pop and R & B to Country and Latin music, the Parade will be the ultimate television party destination this November. Joining the festivities will be Lauren Alaina, Ally Brooke, Sofia Carson, CNCO, Jimmy Fallon and The Roots (opening the show), Karol G, Tori Kelly, Patti LaBelle, Miss America 2020 Camille Schrier, Matthew Morrison, the cast and Muppets of *Sesame Street*[®], Leslie Odom Jr., Keke Palmer, Dolly Parton (on behalf of Cracker Barrel Old Country Store[®]), Pentatonix, Bebe Rexha, Jordin Sparks, Sebastián Yatra, and Brett Young; with an extra special appearance by the one-and-only Santa Claus.

Returning for a fourth year by popular demand, a special presentation of the *Macy's Singing Christmas Tree* will feature the harmonious voices of 60 Macy's colleagues who will join us from their homes across the country coming together in a golden-voiced chorus filled with the spirit of the holiday season.

INFLATABLE ICONS

Since 1927, when the Parade's character balloons first joined the revelry, the inflatables have become a signature element featuring some of the world's most beloved characters. Over time, the inflatables have morphed from air-filled characters carried on sticks to high-flying giants, balloonheads, hybrid inflatables with vehicles inside (balloonicles) or tandem tricycles (trycaloons).

New giants joining the line-up this year include *The Boss Baby* by DreamWorks Animation's "The Boss Baby: Family Business" and *Red Titan* from "Ryan's World" by Sunlight Entertainment and pocket.watch. The newest balloon stars will take flight without the traditional 80-100 handlers, instead employing an innovative, specially rigged anchor tether framework of five specialty vehicles field tested and approved by the relevant agencies in the City of New York. Their Thanksgiving Day flights will be manned by a smaller vehicle team helping to safely reduce the overall number of people needed underneath each balloon.

Also making appearances on the national broadcast are giant balloon favorites including

Astronaut Snoopy by Peanuts Worldwide; *Diary of A Wimpy Kid*® by Abrams Children's Books; Sinclair Oil's *DINO*®; *The Elf on the Shelf*®; Chase from *PAW Patrol*® by Spin Master® and Nickelodeon; *Pikachu*™ by the Pokémon Company International; *Pillsbury Doughboy*™; *Ronald McDonald*®; *SpongeBob SquarePants & Gary* by Nickelodeon; and DreamWorks Animation's *Trolls*.

The televised inflatable lineup also includes Sinclair Oil's *Baby DINOs* and the *Go Bowling* balloonicles, as well as *Hugg, Bjorn, Jojo and Fleck* from Netflix's "The Christmas Chronicles: Part Two," *Love Flies Up to the Sky* by Yayoi Kusama©, Universal Orlando Resort's *The Nutcracker* and *Smokey Bear* by the U.S.D.A. Forest Service.

ANIMATED WONDERS

The Parade's floating stages have morphed from simple creations initially focused on nursery rhyme stories pulled by horses in the first processions to highly animated wonders that take spectators to new worlds. Conceived and crafted by the incredible artisans of Macy's Parade Studio – a design and production facility that includes carpenters, engineers, electricians, painters, animators, balloon technicians, sculptors, metal fabricators, scenic and costume designers – this year's line-up of floats sets an unparalleled stage for entertainment. The Parade's signature floats are marvels of creative design, engineering, and skillful construction. While they may seem to float as three stories tall and several lanes of traffic wide stages, the magic is truly in the design as these floats are built to collapse to no more than 12 ½-feet tall and 8-feet wide in order to travel safely from the New Jersey home of the Parade Studio to the Manhattan starting line via the Lincoln Tunnel for the annual celebration.

This year four new floats will debut including *Big Turkey Spectacular* by Jennie-O (Bebe Rexha), *Christmas in Town Square* by Lifetime® (Tori Kelly), *Her Future Is STEM-Sational* by Olay (Karol G), and *Tom & Jerry's Tourist Trap* by Warner Bros. Pictures.

The returning float roster and its scheduled performers include *Blue's Clues & You!* by Nickelodeon (Ally Brooke); *The Brick-changer* by The LEGO Group (Sebastián Yatra); *Central Park* by Delta Air Lines (New York City Ballet Principal Dancer Ashley Bouder); *Elf Pets*® by the Lumistella Company; *Everyone's Favorite Bake Shop* by Entenmann's® (Sofia Carson); *Harvest in the Valley* by Green Giant® (Brett Young); *Heartwarming Holiday Countdown* by Hallmark Channel (Pentatonix); *Mount Rushmore's American Pride* by South Dakota Department of Tourism (Lauren Alaina); *Rexy in the City* by COACH® (Keke Palmer); *Rise of the Teenage Mutant Ninja Turtles* by Nickelodeon (CNCO); *Santa's Sleigh* (Santa Claus); *Splashing Safari Adventure* by Kalahari Resorts and Conventions (Jordin Sparks); *Tom Turkey*; and *Toy House of Marvelous Milestones* by New York Life (Leslie Odom Jr.).

A SAFE PROCESSION

Health and safety continue to be Macy's number one priority. In partnership with local and state government, the Parade was modified to avoid gathering crowds. In addition, Macy's put in place robust health measures across all areas of the production. In constant communication with government agency partners, several contingency plans were

developed. This allows the production to adjust plans based on the evolving environment and any subsequent restrictions, helping to ensure the health and safety of all involved.

As part of Macy's comprehensive health and wellness plan, below is a sampling of the current safety procedures and enhancements being 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

EXPERIENCE THE MAGIC

For the fifth consecutive year, NBCUniversal and Verizon, are partnering on Verizon Live: Macy's Thanksgiving Day Parade which will be streamed beginning at 9:00 a.m. ET on [YouTube.com/Verizon](https://www.youtube.com/Verizon), Twitter [@Verizon](https://twitter.com/Verizon) and select Verizon Media properties, including Yahoo.

The award-winning, Emmy-nominated production, hosted by Mario Lopez, will also bring audiences across the country together through innovative and immersive experiences. For the first time ever, a Parade Portal powered by Verizon 5G Ultra Wideband will be accessible to viewers at home. Watching the livestream from both their 4G or 5G enabled mobile devices, viewers will be transported into the center of the activity in Herald Square with 360-degree views. A QR code will be available within the livestream across all platforms, where viewers can easily scan the code for a second-screen experience.

For the first time in Macy's Parade broadcast history, in an effort to create a more inclusive experience for blind and visually impaired viewers, NBCUniversal is proud to present the full NBC broadcast with live audio description on the Secondary Audio Program channel (SAP), provided by Descriptive Video Works. This year's broadcast will be available with additional audio narration, describing the rich visuals of the Parade including the magnificent balloons,

floats and performances, to complement the storytelling and celebration that make the Parade an annual Thanksgiving Day tradition for millions of Americans.

For an insider's look at the holiday procession, fans nationwide should visit [macys.com/parade](https://www.macys.com/parade) for regular updates including behind-the-scenes previews, special tours, interactive historical information, educational activities, and more. Fans can also follow @macys on various social media networks and join the conversation using #MacysParade.

This Thanksgiving, Macy's (NYSE: M) will safely bring millions of spectators nationwide a dazzling celebration like no other. Get ready to start the countdown in 5, 4, 3, 2, 1 ... Let's Have a Parade!

Delta Air Lines is the official airline of the Macy's Thanksgiving Day Parade.

Hanes is the official "smile" and face mask provider of the Macy's Thanksgiving Day Parade.

Hilton is the official hotel of the Macy's Thanksgiving Day Parade.

Ram is the official truck of the Macy's Thanksgiving Day Parade.

Remo is the official drumhead provider of the Macy's Thanksgiving Day Parade.

Under Armour is the official outerwear provider of the Macy's Thanksgiving Day Parade.

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

Additional Macy's Thanksgiving Day Parade media materials including images, video and archival content are available at [macysparadepress.com](https://www.macysparadepress.com).

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