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macy's inc

Lifetime Joins the 94th Annual Macy's Thanksgiving Day Parade® with Holiday-themed Inaugural Float

Snow-Covered "Christmas in Town Square" Float Brings Christmas Movie Scene to Life



NEW YORK, NY – October 23, 2020 – The nation's leading holiday movie destination with something for everyone, Lifetime continues to make spirits bright with the debut of its first float in the 94th Annual Macy's Thanksgiving Day Parade®. As its new *Christmas in Town Square* float makes its way live down 34th Street in New York City, millions of Parade viewers from around the country will get their first look at the festive float inspired by the network's popular *It's a Wonderful Lifetime* holiday movie event, featuring 30 new movies premiering through Christmas.

“We are thrilled to welcome Lifetime to our 94th Parade spectacle,” said Jordan Dabby, producer of Macy’s Thanksgiving Day Parade. “Our talented and creative Parade Studio team worked hand-in-hand with Lifetime to bring to life this festive new holiday float that will delight millions on Parade morning.”

Lifetime’s *Christmas in Town Square* features a quaint cobblestone main street, charming store fronts, lighted lanterns, twinkling icicle lights, Christmas trees, and lots and lots of snow. Reminiscent of a scene from a holiday movie, the display will transport Parade viewers to the romantic setting of so many of their favorite holiday stories. Capping the float is gigantic Christmas ornament which will contain a stage featuring a special performance.

“Lifetime is known for its huge annual celebration of the holidays, our It’s a Wonderful Lifetime holiday programming event,” said Amy Winter, EVP and Head of Programming, Lifetime and LMN. “Joining the Macy’s Thanksgiving Day Parade, an American tradition in its own right, is the perfect way to continue our efforts to spread the joy and happiness of the season.”

Beginning October 23, Lifetime’s It’s a Wonderful Lifetime programming event features 24/7 holiday movies all season long through Christmas. For more information, please visit MyLifetime.com.

Live from 34th Street, the 94th Annual Macy’s Thanksgiving Day Parade airs Thursday, November 26, 2020 from 9:00 AM to 12:00 PM (in all time zones), on NBC.

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ABOUT THE MACY'S THANKSGIVING DAY PARADE

For more than 90 years, the Macy’s Thanksgiving Day Parade has marked the official start of the holiday season. With more than 50 million viewers nationwide, the Macy’s Thanksgiving Day Parade is a national icon that has grown into a world-famous holiday event. Featuring Macy’s signature giant character balloons, fantasy floats, marching bands, clowns, celebrity and large group performances, and the one-and-only Santa Claus, the annual spectacle continues to bring families together to create cherished holiday memories. For more information on the Macy’s Parade please visit <http://www.macys.com/parade>.

ABOUT LIFETIME

Celebrating 35 years of entertaining audiences, Lifetime is a premier entertainment destination for women dedicated to offering the highest quality original programming spanning award-winning movies and breakout non-fiction series and documentaries. Lifetime has an impressive legacy in public affairs, bringing attention to social issues that women care about with initiatives such as the long-running *Stop Breast Cancer for Life*, *Stop Violence Against Women*, and *Broader Focus*, a major global initiative dedicated to supporting and hiring female directors, writers and producers, including women of color, to make its content. Lifetime Television®, LMN®, Lifetime Real Women® and Lifetime Digital™ are part of Lifetime Entertainment Services, LLC, a subsidiary of A+E Networks. A+E Networks is a joint venture of the Disney-ABC Television Group and Hearst Corporation.

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