

May 2, 2019



## Macy's 4th of July Fireworks® The Nation's Largest Independence Day Celebration Will Ignite The Night Live from the Brooklyn Bridge

*The pyrotechnic spectacle sets a new location this year launching from the world-famous Brooklyn Bridge and from four barges positioned on the lower East River along the shores of Pier 17 at the Seaport District*

NEW YORK--(BUSINESS WIRE)-- This Independence Day, one of New York City's most iconic landmarks will set the stage for a dazzling pyrotechnic spectacle, as the 43<sup>rd</sup> Annual Macy's 4<sup>th</sup> of July Fireworks® ignites the night with an unparalleled barrage of color, light and sound, live from the Brooklyn Bridge. On Thursday, July 4 at approximately 9:20 p.m. millions of spectators lining the waterways on the lower East River and millions more on television nationwide will be enthralled by the awe-inspiring display, as Macy's Fireworks launch tens of thousands of shells and effects from the bridge and from four barges positioned along the shores of Pier 17 at the Seaport District.

This press release features multimedia. View the full release here:  
<https://www.businesswire.com/news/home/20190502005665/en/>



On Thursday, July 4, the world-famous Brooklyn Bridge will launch thrilling effects as the centerpiece of the 43<sup>rd</sup> Annual Macy's 4<sup>th</sup> of July Fireworks®, the nation's largest Independence Day celebration (Photo: Business Wire)

Brooklyn Bridge when its structure served as the launchpad for key moments in the 2014 show. This year's presentation will add three times more pyrotechnic firepower as Macy's creative team expands the design to include more dazzling and intricate effects firing from locations spanning the entire bridge. On Independence Day, millions of spectators will enjoy jaw-dropping effects launching from more than a dozen points off the famed Brooklyn landmark throughout the 25-minute display.

Macy's glittering spectacle is made possible in part by GoBowling.com™, Green Giant®, New York Life, Pier 17 at The Seaport District and The Howard Hughes Corporation, SOUR PATCH KIDS® Candy, with the Official Countdown by Bulova, and is presented in partnership with the City of New York. Revelers lining viewing locations are encouraged to enjoy the full Macy's Fireworks experience by tuning in to radio station 1010 WINS to hear the musical score to which the show is choreographed. Spectators from coast-to-coast will also have a front row view of the pyro in the sky by tuning to NBC's national broadcast of "Macy's 4<sup>th</sup> of July Fireworks Spectacular" (check local listings). In addition to the pyrotechnics, the 4<sup>th</sup> of July's most popular entertainment special will feature

"Macy's 4<sup>th</sup> of July Fireworks will light up the New York City skyline once again with the nation's best and largest Independence Day celebration," said Susan Tercero, executive producer of Macy's 4<sup>th</sup> of July Fireworks. "We are excited to once again work with our partners in the City of New York to make the iconic Brooklyn Bridge the star of our show. With a barrage of stunning shells and effects launching from its grand span and towers, along with tens of thousands more effects coloring the night from barges on the lower East River, this year's display promises to be a spectacle to remember."

Since 1976, Macy's Fireworks have grown in scale and artistry as they burst to life over many of New York City's waterways and neighborhoods. Incorporating landmarks and celebratory milestones is a Macy's Fireworks signature. Macy's last showcased the

performances from the nation's hottest musical acts.

For more information on the 43<sup>rd</sup> annual Macy's 4<sup>th</sup> of July Fireworks, please visit <http://www.macys.com/fireworks> or call the Macy's Fireworks Hotline at (212) 494-4495. Full details on this year's spectacle including public viewing locations and access points, special performances and more, will be announced in early June 2019.

#### About Macy's 4<sup>th</sup> of July Fireworks

Macy's 4<sup>th</sup> of July Fireworks are the nation's largest 4<sup>th</sup> of July pyrotechnic celebration. Produced by Macy's and designed by Macy's in conjunction with PyroSpectaculars by Souza of Rialto, CA, Macy's Fireworks are a digitally-synchronized display of firepower that is choreographed to a rousing popular music and patriotic score. Since 1976, Macy's Fireworks have been annually launched from various locations across New York City featuring shells and effects from all over the world. Seen by more than 2 million spectators and millions of viewers nationwide via a two-hour #1 rated entertainment special, Macy's 4<sup>th</sup> of July Fireworks have become the nation's premiere Independence Day event.

For Macy's media materials, please visit our online pressroom at [www.macysinc.com/news-media](http://www.macysinc.com/news-media).

View source version on businesswire.com: <https://www.businesswire.com/news/home/20190502005665/en/>

Orlando Veras  
646-429-7450  
[EventMedia@macys.com](mailto:EventMedia@macys.com)

Christine Olver Nealon  
646-429-5713  
[EventMedia@macys.com](mailto:EventMedia@macys.com)

Source: Macy's