

April 12, 2021



Will Coss Named Vice President, Executive Producer of Macy's Branded Entertainment

Coss leads the team responsible for all aspects of the planning and production of the world-famous Macy's Thanksgiving Day Parade® and Macy's 4th of July Fireworks®, among other tentpole events and celebrations

New York, NY – April 12, 2021 – Macy's today announced that Will Coss has joined the company as vice president, executive producer of Branded Entertainment. In this role, Coss is responsible for all aspects of the planning and production of the brand's iconic annual events including the world-famous Macy's Thanksgiving Day Parade® and the epic Macy's 4th of July Fireworks®. He reports to Richard Lennox, Macy's chief customer officer.



As executive producer, Coss oversees the ideation, design & construction, creative direction, logistics, operations, as well as the NBC national broadcast and marketing partnerships for Macy's event portfolio.

"Macy's tentpole events have played a key role in the lives of our customers and fans for generations, bringing people together in celebration," said Lennox. "I am pleased to welcome Will as the new leader of the extraordinary team who envision, design, build and execute these incredible events each year that enthrall and delight millions nationwide. With his exceptional experience in live entertainment, he will help the team break new ground as the Parade marches towards its centennial and Macy's continues to bring magic to the public with our lineup of annual celebrations."

Coss brings to Macy's a breadth of multi-platform production experience, across many of the leading networks and content providers in media including Nickelodeon, MTV, VH1, YouTube, VICE, NBC and Live Nation. An Emmy® nominated producer, he most recently managed large flagship events at Nickelodeon and has been the recipient of the prestigious Peabody Award for his work on *CNN Heroes: An All-Star Tribute*; among other accolades.

Macy's Branded Entertainment team is a dedicated in-house staff charged with bringing magic to millions each year through iconic events that define the holidays and significant milestone moments. These events include the multi Emmy® Award winning Macy's Thanksgiving Day Parade, Macy's 4th of July Fireworks, Macy's Flower Show®, Macy's Santaland®, as well as a host of in-store and community holiday events nationwide.

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About Macy's

Macy's is America's Department Store. For more than 160 years, Macy's, the largest retail brand of Macy's, Inc., has served generations at every stage of their lives. Through a digitally led shopping experience powered by macys.com, our award-winning mobile app, and a nationwide portfolio of stores, Macy's customers come to us for fashion, value and high-quality products. We are proud of our heritage and the unique role we play in American culture and tradition. We celebrate occasions big and small, and have created decades of memorable experiences through Macy's 4th of July Fireworks® and Macy's Thanksgiving Day Parade®, as well as spectacular fashion shows, culinary events, flower shows, and celebrity appearances. With the collective support of our customers and colleagues, Macy's helps make a difference in every market we serve, supporting local and national charities through funding and volunteer service. With fashion, value and celebration as our guide, Macy's makes life shine brighter for our customers, colleagues, and communities.

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