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90TH ANNIVERSARY MACY'S THANKSGIVING DAY PARADE®
HISTORY AND FUN FACTS

- The first Parade in 1924 was called “Macy’s Christmas Parade” although it took place on Thanksgiving Day. It was later renamed the Macy’s Thanksgiving Day Parade in 1927.
- Live animals including lions, tigers, camels, goats, elephants, and donkeys were a part of the original Parade processions.
- The original Parade route took the march from at 145th Street and Convent Avenue, 5.5-miles down to 34th Street and Herald Square.
- In 1927, Macy’s replaced the live animals in the Parade with its now signature giant balloons created by famed puppeteer and Macy’s window designer Tony Sarg. The first balloons included Felix the Cat, The Dragon, The Elephant and Toy Soldier.
- From 1929 until 1931, the balloons were let go at the end of the Parade. If you found the balloon, you could return it to Macy’s for a \$50 Gift Certificate. Macy’s stopped the practice of letting the balloons go when a balloon got caught in the propeller of an airplane that was trying to catch it for the reward. The plane managed to safely land, but Macy’s never released the balloons again.
- Santa Claus has ended the Macy’s Parade every year with the exception of 1933, the only year in which he led the Parade.
- Macy’s Thanksgiving Day Parade was canceled in 1942, 1943 and 1944 due to World War II.
- In 1947, 20th Century Fox’s holiday classic, *Miracle on 34th Street*, brought Macy’s Parade magic to theatres worldwide.
- In 1969, Macy’s Parade Studio was created to bring in-house the design and construction of the Parade’s elements. First housed in a former Tootsie Roll factory in

Hoboken, New Jersey. In 2011, the Studio moved to a custom-designed facility in Moonachie, New Jersey.

- In 1977, the Macy's Parade began its long-standing relationship with Broadway, as the national broadcast began to showcase performances from Broadway's biggest hits.
- In the 1980's, the smaller "novelty" balloons were introduced, including Macy's stars and the 30-foot triple-scoop ice cream cone. "Falloons" were also introduced at this time. A combination of float and cold air balloon, the falloons highlight the creativity of the Macy's Parade Studio team.
- In 1989, the Parade marched through its very first snowstorm.
- In 2004, Macy's introduced another new Parade innovation. The "balloonicle," a combination cold air balloon and self-propelled vehicle. The Weebles were the first characters to take on this new form.
- In 2005, the Parade's Blue Sky Gallery series, which recreates works of modern art as flying wonders debuts with Humpty Dumpty by Tom Otterness. In subsequent years Rabbit by Jeff Koons, Figure with Heart by Keith Haring, Kaikai & Kiki by Takashi Murakami, Tim Burton's B., and COMPANION by KAWS have joined the select group.
- Innovation continues! In 2011, Macy's debuted new trycaloons, another Parade Studio creation - part tricycle, part balloon.
- To date, there have been 174 giant character balloons in the Parade since 1927.
- The longest balloon in the 2016 Parade is Red Mighty Morphin Power Ranger at 78-feet long. The tallest is The Elf on the Shelf at 64-feet and tied for the widest is Hello Kitty and DreamWorks' Trolls at 38-feet.
- The 2016 Macy's Thanksgiving Day Parade features 16 giant character balloons; 24 novelty, balloonicles, balloonheads, and trycaloons; 26 floats; 12 marching bands, 1,100 cheerleaders/dancers; and more than 1,000 clowns.
- Three new giant balloons will debut in the 90th Parade. New balloons include Charlie Brown by Peanuts Worldwide, Diary of a Wimpy Kid®, and DreamWorks' Trolls.
- Four new floats will debut including "The Aloha Spirit" by King's Hawaiian®, "Building a Better World" by Girl Scouts of the USA, "Deck The Halls" by Balsam Hill®, and "Fun House" by Crazy Glue.

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