

Macy's THANKSGIVING DAY PARADE

CONTACTS: Orlando Veras, Macy's Media Relations
646-429-7450; Orlando.Veras@macys.com

Adriana Douzos, Macy's Media Relations
646-429-5713; Adriana.Douzos@macys.com

AMERICA'S PARADE - BY THE NUMBERS: FUN FACTS FOR THE 91ST ANNUAL MACY'S THANKSGIVING DAY PARADE®

Every year the Macy's Thanksgiving Day Parade® marks the official start of the holiday season. Following is a handy run-down of the Parade "by the numbers" for Thursday, November 23, 2017:

OVERVIEW:

- Years of the Macy's Thanksgiving Day Parade – 91 (est. 1924)
 - *Note: The Parade was canceled in 1942, 1943 and 1944 due to World War II.*
- Parade Route Spectators – 3.5 Million
- Parade Route Length – 2.5 miles (77th & Central Park West south to 34th Street-Herald Square)
- Participants - 8,000+ including Macy's employees and their friends & families, celebrities, recording artists, athletes, Broadway performers, marching bands, clowns, dancers, cheerleaders and other performance groups

BALLOONS:

- Giant Character Helium Balloons – 17
- Heritage Balloons – 27 in total including the recreated Harold the Baseball Player (circa 1946) and later seen in the Twentieth Century Fox Film, "Miracle on 34th Street" (1947)
- Balloonicle (Macy's Parade innovation of hybrid cold air balloon and vehicle) – 1, The Aflac Duck
- New Character Balloons – 4 (Disney Frozen's *Olaf*, Illumination's presents *Dr. Seuss' The Grinch*, *PAW Patrol*® and *Jett* from *Super Wings*™)
 - To date, there have been 178 different characters featured as a giant balloon in the Parade since 1927.
- Height of Tallest Balloon – 60 feet (Disney Frozen's *Olaf*)
- Length of Longest Balloon – 77 feet (Red Mighty Morphin Power Ranger)
- Width of Widest Balloon – 39 feet (*Jett* from *Super Wings*™)
- Balloon Handlers – 2000 (90 handlers on average per balloon)

FLOATS:

- Floats – 26, comprised of hundreds of different set pieces and other structural elements
- New Floats Making 2017 Debut – 6 (*Everyone's Favorite Bake Shop* by Entenmann's®, *Harvest in the Valley* by Green Giant®, *Parade Day Mischief* by SOUR PATCH KIDS®, *Shimmer and Shine* by Nickelodeon, *Universal Playground* by Sprout® and *Macy's Singing Christmas Tree* by Delta Air Lines)
- Length and Height of Largest Float – 60 feet long and 3.5 stories tall (Santa's Sleigh)
- Float Escorts – 400

THE BROADCAST:

- Television Viewers – More than 50 Million, one of the country's *most* viewed televised events
- Hours of Live Television – 3 (9am-noon EST)
- Years on NBC, official national broadcast partner – 65 (since 1952)
- NBC TODAY Show anchors as host of the Parade:
 - 2017 marks Matt Lauer's 20th year (since 1998)
 - 2017 marks Savannah Guthrie's 6th year (since 2012)
 - 2017 marks Al Roker's 23rd year (since 1995)

ENTERTAINMENT, PERSONALITIES & PERFORMERS:

- Marching Bands - 12 bands spanning approximately 2585 members in total
- Performance Groups – 6 groups including 550 cheerleaders and 550 dancers from all over the country
- Radio City Rockettes® – An annual favorite, they first performed in the 1957 Parade
- Broadway musicals – 4, the long-standing relationship with Broadway shows to showcase performances dates back to 1977
- Choral Singers (*Macy's own*) - 175
- Clowns – 1,000
- Clown Stilt Walker Units - 12
- Santa Claus – the ONE and ONLY in his famed Parade finale appearance
 - *Santa Claus has closed the Macy's Parade every year with the exception of 1933, the only year in which he led the official Parade march*

BEHIND-THE-SCENES MAGIC BY THE MACY'S PARADE STUDIO TEAM:

- Hours of Labor from the Parade Studio team of approximately 27 painters, carpenters, animators, sculptors, welders, scenic/costume designers, electricians and engineers – 50,000+
- Square Footage of the Parade Studio's Moonachie, NJ headquarters – 72,000
- Length of Tubular Steel – nearly ½ mile for creation of the Macy's Singing Tree, and the most steel ever sourced for a Macy's Parade float
- Gallons of Paint – 240
- Pounds of Reusable Molding Clay – 400
- Pounds of Glitter – 300
- Paint Brushes – 75 fine art brushes + 300 additional types of brushes
- Costumes – 4200
- Make-Up Artists for Clowns – 90
- Banner Carriers – 95

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