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)
  o 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™)
  o 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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