

Macy's
THANKSGIVING
ESTD DAY 1924
P A R A D E

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

WHIMSICAL FLOATS OF FANTASY

WORLDS OF WONDER COME TO LIFE ABOARD FLOATING STAGES IN THE 91st ANNUAL MACY'S THANKSGIVING DAY PARADE®

1-2-3 SESAME STREET® SESAME WORKSHOP®

Sesame Street, helping kids grow smarter, stronger and kinder for nearly 50 years, will once again celebrate Thanksgiving on 34th Street. On the stoop of 1-2-3 SESAME STREET, fans of all ages will meet their favorite furry friends and cast as they celebrate the holidays, create heartfelt moments, and build a lasting love of learning.

Float Fact: In 2017, *Sesame Street* is celebrating its 41st consecutive year in the Parade.

Performance by: Grammy® & Tony® Award winner LESLIE ODOM JR. and the cast and Muppets of *Sesame Street*

THE ALOHA SPIRIT KING'S HAWAIIAN®

The magic of the Aloha Spirit comes to life aboard this lush mountaintop showcase that brings the Hawaiian Islands to the streets of New York City. Featuring swaying palm trees, tropical plants and island and lush vegetation, the float's dazzling centerpiece is its confetti-filled erupting volcano.

Float Fact: A working waterfall from atop the float will cascade running water down three stories.

Performance by: Rock stars, the GOO GOO DOLLS

THE BIG APPLE NY DAILY NEWS

The *Daily News*, New York City's most widely-read hometown newspaper, illustrates a variety of iconic NYC cultural landmarks to create its own signature "Big Apple" skyline including the Empire State Building, the Chrysler Building, Macy's Herald Square and more.

Float Fact: A 30-foot-tall inflatable "big apple" sits as the center anchor of the float.

Performance by: Pop star, BEBE REXHA

BIG CITY CHEER! SPIRIT OF AMERICA PRODUCTIONS

Big City Cheer! salutes the spirit of team sports and athleticism as they are joined by over 500 cheerleaders – a group of highly disciplined teenage leaders from across the nation – to cheer on Parade spectators and spread holiday merriment.

Float Fact: The float uses a specialized LED technology that resembles neon, but shines with more luminosity and at less than 3% of energy consumption.

Appearance by: Miss America 2018 CARA MUND

**BUILDING A BETTER WORLD
GIRL SCOUTS OF THE USA**

Honoring how Girl Scouts take the lead to build a better world, the float brings to life what it means to be a G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)[™]. The float's puzzle and activities are powered by girls, and the larger-than-life badges highlight Girl Scouts' legacy of leadership and community action.

Float Fact: The float's giant world puzzle is equivalent to more than 12,000 typical jigsaw pieces.

Performance by: R&B star, **ANDRA DAY** and **Academy Award[®] Winning Rap Superstar COMMON**

**THE COLONEL'S ROAD TRIP TO NYC
KENTUCKY FRIED CHICKEN**

Commemorating the life of KFC's legendary founder Colonel Sanders, this float celebrates the Original Celebrity Chef's adventurous road trip in a signature white stretch limousine from his home state of Kentucky to New York's Big Apple and features a replica of the founder's original café in Corbin, Kentucky.

Float Fact: The Colonel's white Cadillac limo measures 17-feet long and sports a license plate reading "COOPE-1."

Performance by: Country star, **DUSTIN LYNCH**

**THE CRANBERRY COOPERATIVE
OCEAN SPRAY[®]**

Celebrating the fall harvest tradition and representing the 700 farmer families who own the Ocean Spray cooperative, a giant turkey and goose wade their way through an ocean of oversized cranberries en route to 34th Street just in time for Thanksgiving dinner.

Float Fact: The 18-foot tall turkey and goose are suited in size XXXL waders, standing in a bog of over 400 oversized cranberries.

**DECK THE HALLS
BALSAM HILL[®]**

Balsam Hill's "Deck the Halls" embodies the spirit of a traditional family Christmas. Modeled after time honored wooden Christmas pyramid, this float is hand-painted with delicate wooden carvings to reflect Christmas celebrations. At the base, multiple Balsam Hill trees are adorned with decorations to reflect a host of family traditions, down to the delicious gingerbread cookies; the centerpiece is a stunning, moving children's carousel.

Float Fact: The float is trimmed with more than 300 feet of garland and a giant Balsam Hill Vermont White Spruce, carefully crafted to replicate a real tree, stands three stories tall.

Performance by: Disney Channel star **OLIVIA HOLT**

**DISCOVER ADVENTURE!
BUILD-A-BEAR**

Depicting several scenes of adventurous wonder ranging from outer space to a magical castle and more, Build-A-Bear's icon Bearnard and his friends will ride ocean waves, captain a sailboat, host a proper 'teddy bear' tea party and harmoniously play alongside a very friendly dragon.

Float Fact: The smoke-breathing dragon and Princess Bear delightedly shower the crowds with confetti.

Performance by: TV and music star, **SABRINA CARPENTER**

**EVERYONE'S FAVORITE BAKE SHOP
ENTENMANN'S[®]**

Designed to mirror a colorful bakery, this new two-level float will evoke the fun spirit and quality of the brand, complete with a bursting cupcake confetti chimney, an oversized baking mixer, rotating donuts, and traditional bake shop case displays of mouthwatering desserts.

Float Fact: The colorful float came to life thanks to more than 15 gallons of paint and over a hundred hours of painting by the artists of Macy's Parade Studio.

Performance by: Country star, **SARA EVANS**

**FROZEN FALL FUN
DISCOVER® / NHL**

Hockey fans will get a “center ice” seat to the live NHL action with the return of the *Discover NHL Thanksgiving Showdown™* where kids take to the floating rink to test their slap shot skills against the giant Turkey goalie.

Float Fact: Although made of synthetic ice, the rink’s hard surface allows for real skating.

Appearance by: Grammy® award-winning rapper WYCLEF JEAN with NHL Hall of Famers RAY BOURQUE and BRYAN TROTTIER

**FUN HOUSE
KRAZY GLUE®**

It’s pure “kraziness” with upside down cars, teetering towers of chairs and furniture glued to the ceiling. Everything in this revolving fun house showcases the extraordinary adhesive power of Krazy Glue, which brings to life a dreamscape of possibilities, where what is up is down and vice-versa.

Float Fact: The interior of the fun house is a circular turntable that lets the family room rotate during its trip down the Parade route.

Performance by: Music superstar FLO RIDA

**HARVEST IN THE VALLEY
GREEN GIANT®**

From the very first Thanksgiving celebration, vegetables have been synonymous with the holiday table and Green Giant vegetables have been a staple of this meal for more than 100 years. The new float depicts the harvest of fall delights including green beans, corn, and other vegetable crops in a stunning, rolling landscape where the Green Giant ensures the veggies are picked at the peak of perfection. Featuring a replica of the Green Giant, kneeling to harvest the perfect ear of corn, the majesty of the fall harvest season is depicted in glorious and delicious spectacle.

Float Fact: Truly larger than life, Green Giant is fit for the Parade at more than two-stories high.

Performance by: Country music star, LAUREN ALAINA

**HEARTWARMING HOLIDAY COUNTDOWN
HALLMARK CHANNEL**

At several stories tall, this 3-D Christmas calendar masterpiece will roll down the streets of Manhattan, helping spectators kick-off the holidays with a merry float of wonder. As a premiere destination for holiday entertainment, Hallmark Channel ushers in the season with its beloved annual tradition “Countdown to Christmas” and this magnificent float, counting down to the 25th of December, complete with festive surprise behind each “date.”

Float Fact: The float features a heartwarming fireplace centerpiece, which brings together the idea that at the heart of the busy holiday season, a gathered family holds everything together.

Performance by: Celebrated music group, 98 DEGREES

**IT’S ALL ROCK & ROLL
GIBSON BRANDS**

Gibson brings the joy of music on Thanksgiving morning with a live concert featuring Jimmy Fallon & The Roots performed on the biggest Gibson “Les Paul” guitar in history. Join in the celebration of the sound that inspires and unites generations of music fans around the world.

Float Fact: The “Les Paul” guitar at the centerpiece of the float is 33-feet long and 21-feet tall.

Performance by: JIMMY FALLON & THE ROOTS

**MACY’S SINGING CHRISTMAS TREE
DELTA AIR LINES**

Families, together with friends and neighbors, traditionally gather to usher in the season of giving by watching the Macy’s Thanksgiving Day Parade. For the first time, more than 125 Macy’s employees will also come together to form the *Macy’s Singing Christmas Tree* – a cross-generational chorus and “live” tree – and regale the nation with the perfect gift of song, embodying the holiday spirit of togetherness.

Arriving from all over the U.S. via Delta Air Lines, Macy's employees who auditioned and were selected to participate, will gather for the first time in New York City, rehearse their original number as a choral group and later board the inaugural float to form the *grandest* and most magical of holiday trees.

Float Fact: This multi-tiered, 360-degree splendor of magic includes the largest amount of steel ever sourced to build a Macy's Parade float.

Performance by: MACY'S SINGING CHRISTMAS TREE CHOIR

**MOUNT RUSHMORE'S AMERICAN PRIDE
SOUTH DAKOTA DEPARTMENT OF TOURISM**

Washington. Jefferson. Roosevelt. Lincoln. The Parade gets the presidential treatment to bring spectators and viewers alike face-to-face with Mount Rushmore National Memorial, one of the nation's most iconic landmarks and beloved national parks.

Float Fact: In addition to the iconic presidents, the float features indigenous animals of the Great Plains and South Dakota's proud American Indian heritage.

Performance by: Legendary R&B singer-songwriter, SMOKEY ROBINSON

**ON THE ROLL AGAIN
HOMEWOOD SUITES BY HILTON®**

Lewis the Duck, replicating a classic wooden pull toy, serves as the official Homewood Suites mascot, proudly representing the Hilton brand of extended-stay hotel living. This Thanksgiving, Lewis will once again fly north for the holiday travel season from his hometown of Memphis to pull his family of ducks all the way to Herald Square.

Float Fact: The family of three ducks measures over 46-feet long.

Performance by: Pop Sensation, ANDY GRAMMER

**PARADE DAY MISCHIEF
SOUR PATCH KIDS® CANDY**

This Thanksgiving will be full of whimsical frenzy, as the "Parade Day Mischief" float portrays SOUR PATCH KIDS characters doing what they do best: causing shenanigans as they take over a scenic replica of the Macy's Thanksgiving Day Parade. The colorful, confetti-spilling marvel will bring to life a Sour then Sweet interpretation of how the Kids celebrate Thanksgiving Day. With many larger than life animated Kids, the float will also feature an amazing recreation of one of Macy's iconic clowns as a giant balloon, as well as awe-inspiring depictions of New York City's breathtaking skyscrapers.

Float Fact: Rising almost three-stories high, the Parade Day Mischief float is also more than 32 feet long.

Performance by: Latin music superstar, NICKY JAM

SANTA'S SLEIGH

It's time to BELIEVE, as the one-and only **SANTA CLAUS** makes his way down the Parade route to Macy's Herald Square. Straight from his home at the North Pole, Santa will ride his sleigh through the streets of New York City, delighting children and adults alike. Depicting Santa's magical night of travel around the globe on Christmas Eve, we see the famed Toy Shop, his giant bag of gifts and the beloved reindeer pulling the sleigh.

Float Fact: Santa's Sleigh is the largest float in the Parade at 60-feet long, 22-feet wide and 3 ½ stories tall.

Appearance by: The one-and-only SANTA CLAUS and MRS. CLAUS

**SHIMMER AND SHINE
NICKELODEON**

Twin genies Shimmer and Shine embark on extraordinary adventures as they travel beyond the Rainbow Waterfalls in the magical land of Zahramay Falls with their best friend Leah and their playful pets. With the debut of this vibrant float based on the hit animated preschool series "Shimmer and Shine," expect lots of glitter, gems and jewels to bring iconic elements of Zahramay Falls to life with a lively marketplace, floating palace, rainbow waterfall, and of course, Shimmer and Shine on their magic carpet.

Float Fact: The “Shimmer and Shine” float will be a colorful animated wonder with many elements moving or seemingly floating in the air.

Performance by: Social media influencer and TV star, JOJO SIWA

SNOOPY’S DOGHOUSE PEANUTS WORLDWIDE

A cherished fan favorite, Snoopy’s Doghouse returns to celebrate the holiday classic *A Charlie Brown Christmas*. The float features a mailbox full of holiday cards and letters, a dish full of dog bones, Charlie Brown’s beloved tree and the doghouse complete with holiday lights.

Float Fact: Although Snoopy’s doghouse is mostly associated with a red roof, the float’s doghouse features a blue roof as it represented in the animated film.

STIRRIN’ UP SWEET SENSATIONS DOMINO® SUGAR

The sweet sensations of holiday baking take larger than life form with delectable results. This giant bakeshop features an oversized spoon stirring sugar and dough into a mixing bowl that is equivalent in size to a small swimming pool. The float evokes the delicious memories of freshly baked holiday desserts. As it has for more than 100 years, Domino Sugar helps families create their own confectionaries of goodness; the whimsical float showcases just how these oversized treats come to life for millions to enjoy.

Float Fact: The 26-foot tall, 3-story float will also feature a giant “kneader” turntable to place the dough into the oven.

Performance by: Country singer & songwriter, CAM

TEENAGE MUTANT NINJA TURTLES NICKELODEON

Rising from the city sewers to save the day, the wildly popular Teenage Mutant Ninja Turtles (Leonardo, Raphael, Donatello and Michelangelo) are armed with an irreverent sense of humor and action-packed moves to fend off the bad guys (and any holiday nay-sayers).

Float Fact: Against a theatrical cityscape, the float depicts rooftops, fire escapes, city window ledges and a zip line down the wires of telephone poles.

Performance by: TV and Music Sensation, KAT GRAHAM

TOM TURKEY BRAVO’S TOP CHEF

Decked in autumnal hues, Tom Turkey will usher in Thanksgiving with a regal pairing of television’s ultimate foodies, Padma Lakshmi and Tom Colicchio. They join the Parade route for the first time to kick off of Bravo’s *Top Chef* Season 15 in Colorado.

Float Fact: Tom Turkey stands proud at 21-feet tall and 20-feet wide with his animated movements controlled by a series of cables, levers and pulleys.

Appearance by: Bravo’s Top Chef talent PADMA LAKSHMI and CHEF TOM COLICCHIO

UNIVERSAL PLAYGROUND SPROUT®

A whimsical jungle gym where imagination grows is ready to take kids on an adventure down the streets of Manhattan. Just as Sprout’s original programming and engaging characters invite kids to be free to grow, “Universal Playground” sets the scene for creative play and free form collaboration.

Float Fact: The Universal Playground float design was inspired by modern art and cut paper sculpture.

Performance by: America’s Got Talent star, ANGELICA HALE

SPECIALTY UNIT

BIG RED SHOE CAR® McDONALD’S®

Ronald McDonald®, the world’s most famous clown, will ride down the Parade route in his one-of-a-kind, Big Red Shoe Car.

MACY'S TOY FLOATS

**ROCKING GIRAFFE
ROCKING HORSE
ROCKING LOBSTER
ROCKING MOOSE**

#