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## **AMERICA'S PARADE - BY THE NUMBERS: FUN FACTS FOR THE 93<sup>rd</sup> 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 run-down of the Parade "by the numbers" for Thursday, November 28, 2019:

### **OVERVIEW:**

- Years of the Macy's Thanksgiving Day Parade – 93 (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 (77<sup>th</sup> & Central Park West south to 34<sup>th</sup> Street-Herald Square)
- Participants - 8,000+ including Macy's colleagues and their friends & families, celebrities, recording artists, athletes, Broadway performers, marching bands, clowns, dancers, cheerleaders and other performance groups

### **BALLOONS:**

- Giant character helium balloons – 16
- 40 novelty, heritage, specialty balloons, balloonicles, balloonheads and trycaloons
- New balloons – *Astronaut Snoopy* by Peanuts Worldwide, *Green Eggs and Ham* by Netflix, *SpongeBob SquarePants & Gary* by Nickelodeon, *Smokey Bear* by USDA Forest Service, and *Love Flies Up to the Sky* by Yayoi Kusama
- Height of tallest balloon – 62 feet (Diary of A Wimpy Kid®)
- Length of longest balloon – 77 feet (Power Rangers Mighty Morphin Red Ranger)
- Width of widest balloon – 39 feet (Jett by Super Wings™)
- Balloon handlers – more than 1,600 (90 handlers on average per giant balloon)

### **FLOATS:**

- Floats – 26, comprised of hundreds of different set pieces and other structural elements
- New floats – *Blue's Clues & You!* by Nickelodeon, *The Brick-Changer* by The LEGO Group, *Home Sweet Home* by Cracker Barrel Old Country Store®, *Rexy in the City* by COACH®, and *Toy House of Marvelous Milestones* by New York Life
- 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, in all time zones), 3 rebroadcast (2pm-5pm, in all time zones)
- Years on NBC, official national broadcast partner – 66 (since 1952)
- NBC TODAY Show anchors as host of the Parade:
  - 2019 marks Hoda Kotb's 2<sup>nd</sup> year hosting
  - 2019 marks Savannah Guthrie's 8<sup>th</sup> year (since 2012)
  - 2019 marks Al Roker's 25<sup>th</sup> year (since 1995)

**ENTERTAINMENT, PERSONALITIES & PERFORMERS:**

- Marching Bands - 11 bands spanning approximately 2,793 members in total
- Performance Groups – 10 groups including 600 cheerleaders and 600 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 nationally, dating back to 1977
- Choral Singers (Macy's own) - 100
- Clowns – 1,000
- Clown Stilt Walker Units - 22
- 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 Glitter – 300
- Paint Brushes – 75 fine art brushes + 300 additional types of brushes
- Costumes – 4,200
- Make-Up Artists for Clowns – 90
- Banner Carriers – 95

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