

Macy's  
**THANKSGIVING**  
**DAY**  
ESTD 1924  
**PARADE**

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**GIANTS IN THE SKY**  
**MACY'S SIGNATURE GIANT CHARACTER BALLOONS SOAR ONCE AGAIN IN THE**  
**91<sup>ST</sup> ANNUAL MACY'S THANKSGIVING DAY PARADE®**

**GIANT CHARACTER BALLOONS**

**ANGRY BIRDS' RED**  
**ROVIO ENTERTAINMENT**

As he prepares for the highly anticipated sequel to the animated blockbuster, *The Angry Birds Movie* coming to theaters in 2019, everyone's favorite angry feathered friend Red returns to the skies of New York City for his third Parade appearance. Clutching one rambunctious baby Hatchling egg on the brink of hatching, Red will try hard not to scowl down the entire route during his Thanksgiving Day adventure.

**Balloon Dimensions:** 44-feet long, 29-feet wide, 45-feet tall

**Fun Fact:** Red's distinctive 'Angry' eyebrows each measure seven-feet wide.

**CHARLIE BROWN**  
**PEANUTS WORLDWIDE**

PEANUTS loveable blockhead Charlie Brown *never* gives up on his quest to fly a kite, no matter how frustrating it may seem. Charlie Brown follows his 2016 Parade debut with a new opportunity to take flight and untangle himself from the kite's string and tail.

**Balloon Dimensions:** 53-feet long, 31-feet wide, 46-feet tall

**Fun Fact:** Charlie Brown's famous kite measures 26-feet wide and nearly 30-feet tall and its tail is more than 80-feet long.

**DIARY OF A WIMPY KID®**  
**AMULET BOOKS, AN IMPRINT OF ABRAMS THE ART OF BOOKS**

Greg Heffley, the mega-popular wimp of the internationally, best-selling book series, *Diary of a Wimpy Kid* by Jeff Kinney, celebrates 10 years as the must-read fan-favorite series for millions of kids with another wintry trip to the Big Apple, just in time for the release of an all-new holiday-themed book "Diary of a Wimpy Kid: The Getaway." As always, Greg will delight millions of fans as he seemingly slips on ice during his Parade march down the streets of New York City.

**Balloon Dimensions:** 62-feet long, 32-feet wide, 62-feet tall

**Fun Fact:** 2017 marks the eighth Parade appearance for Diary of a Wimpy Kid, and the second flight of the latest version of the main character Greg Heffley as a balloon giant.

**SINCLAIR'S DINO®**  
**SINCLAIR OIL CORPORATION**

Taking Parade spectators back in time, Sinclair's DINO (pronounced DIE-no) returns to the skies of the Big Apple following the organization's centennial year in 2016. The famed Apatosaurus, DINO has been a fan favorite since his first appearance in the 1963 Macy's Parade.

**Balloon Dimensions:** 72-feet long, 24-feet wide, 36-feet tall

**Fun Fact:** The original DINO balloon was inducted as an honorary member of the Museum of Natural History in 1975, and the balloon returned to the Macy's Parade in 2015, after nearly 40 years.

**THE ELF ON THE SHELF®**

Santa's favorite Scout Elf returns to the Big Apple for another Thanksgiving Day flight of delight! The Elf on the Shelf® will be scouting the scene just ahead of the big man himself in the Parade.

**Balloon Dimensions:** 46-feet tall, 28-feet wide, 64-feet long

**Fun Fact:** Always ready to help, The Elf on the Shelf will be part of Santa's crew on Thanksgiving Day, taking flight and scouting the scene just ahead of the big man himself in the Parade.

**ILLUMINATION PRESENTS DR. SEUSS' THE GRINCH**  
**ILLUMINATION ENTERTAINMENT**

The deliciously wicked Grinch and his loyal dog, Max make their debut this Thanksgiving, stealing down the route with a sack full of toys and a subversive smile. Illumination, the creators of the immensely popular *Minions*, bring their trademark charm and comedy to THE GRINCH, a sweeping new version of Dr. Seuss' classic tale, which hits theaters in November 2018.

**Balloon Dimensions:** 49-feet long, 24-feet wide, 37-feet tall

**Fun Fact:** The Grinch and Max are only the fourth-ever giant balloons to take flight as a duo in the Parade's history.

**HELLO KITTY®**  
**SANRIO, INC.**

Flying in her classic retro airplane to wish all of her friends in the Big Apple and across the U.S. a very Happy Thanksgiving, 'Supercute' global superstar Hello Kitty, takes flight once more to the delight of millions. The worldwide pop icon has been a staple of the holiday flight plan since her first appearance in 2006.

**Balloon Dimensions:** 50-feet long, 38-feet wide, 36-feet tall

**Fun Fact:** Hello Kitty's signature red bow measures 6-feet tall.

**ICE AGE'S SCRAT AND HIS ACORN**  
**TWENTIETH CENTURY FOX**

Rambunctious Scrat, Ice Age's prehistoric saber-toothed squirrel, is back to chase a runaway acorn through the streets of New York City for his third Parade flight. Will the cheers of the crowd finally help him catch the elusive treat?

**Balloon Dimensions:** 59-feet long, 24-feet wide, 41-feet tall

**Fun Fact:** More than 15 million standard-size acorns could fill the helium version of the acorn balloon.

**JETT FROM SUPER WINGS™**  
**ALPHA GROUP**

Jett, the fun-loving transforming robot-plane from the animated preschool series *Super Wings*, is used to adventure as he travels the world delivering packages to children, but this Thanksgiving he will experience new uncharted territory as he makes his inaugural flight in the 2017 Macy's Parade as a giant balloon. As an expert in flight, Jett will find himself right at home on his first action-packed Big Apple debut as he flies through the streets of New York.

**Balloon Dimensions:** 47-feet long, 39-feet wide, 31-feet tall

**Fun Fact:** 2017 balloon debut. Jett is the widest balloon in the Parade and his wingspan is equal to the size of an actual Learjet.

**OLAF**  
**WALT DISNEY ANIMATION STUDIOS**

Olaf the beloved snowman from the #1 animated feature of all time, Disney's *Frozen*, makes his first appearance in the Macy's Parade with his usual cheerful disposition and heartwarming smile on full display. Olaf loves adventure and his Big Apple debut will follow his star turn headlining his own featurette, *Olaf's Frozen Adventure*, hitting movie screens nationwide this November.

**Balloon Dimensions:** 58-feet long, 32-feet wide, 60-feet tall

**Fun Fact:** Olaf is the first-ever Macy's balloon to glisten, mimicking real snow. This required perfecting the right mixture of white shades of paint and glitter that truly make Olaf stand out as he takes flight down the Parade route.

**PAW PATROL®**  
**SPIN MASTER LTD. and NICKELODEON**

Hailing all the way from Adventure Bay, PAW Patrol's Chase takes to the sky for the first time this Thanksgiving. This fearless rescue pup from the number-one preschool series, PAW Patrol, is ready to come to the ruff ruff rescue and show the citizens of New York that "no job is too big, no pup is too small." This police pup will help the NYPD proudly uphold the law as he flies down the 2.5-mile Parade route, delighting millions of fans.

**Balloon Dimensions:** 60-feet long, 36-feet wide, 43-feet tall

**Fun Fact:** Chase's hat could cover an actual police squad car and his paws are larger than two full-grown Great Dane dogs.

**PIKACHU™**  
**THE POKÉMON COMPANY INTERNATIONAL**

Pokémon's popular ambassador soars to new heights in its 17<sup>th</sup> consecutive Macy's Parade appearance, just in time for the launch of *Pokémon Ultra Sun* and *Pokémon Ultra Moon*, the newest video games in the globally loved franchise.. The ever-electrifying Pikachu – dressed in a cozy holiday scarf and carrying a "Snowman Pikachu"– is ready to embrace the chilly NYC weather on Parade morning helping millions of fans worldwide celebrate the official start of the holiday season.

**Balloon Dimensions:** 36-feet long, 29-feet wide, 53-feet tall

**Fun Fact:** While the Parade's third version of Pikachu is of giant proportions, Pikachu in reality officially measures just 1-foot, 4-inches tall.

**PILLSBURY DOUGHBOY™**  
**PILLSBURY™**

With his signature giggle, the beloved Pillsbury Doughboy honors the baker in all of us this holiday season. His cheerful giggle can be heard far and wide as he takes flight down the route courtesy of his adoring fans who can't help but marvel at his joyful expression.

**Balloon Dimensions:** 54-feet long, 34-feet wide, 46-feet tall

**Fun Fact:** It would take more than four million Pillsbury Crescent Rolls to create a "dough-sized" version of the balloon.

**RED MIGHTY MORPHIN POWER RANGER**  
**SABAN BRANDS**

It's Morphin Time! Ahead of Saban's Power Rangers' historic 25<sup>th</sup> anniversary in 2018, the iconic Red Mighty Morphin Power Ranger balloon will remind fans of all ages that "You've Got the Power" to unleash your inner superhero and inspire the powers of inclusivity and teamwork!

**Balloon Dimensions:** 77-feet long, 26-feet wide, 56-feet tall

**Fun Fact:** The larger than life Red Mighty Morphin Power Ranger is the longest balloon in the Parade; one of his arms is the length of a standard school bus at 45-feet.

**RONALD McDONALD®  
McDONALD'S®**

Ronald McDonald, the world's most famous clown and McDonald's Chief Happiness Officer, gives his signature "thumbs up!" to the season of thanks as he joins millions in celebrating the start of the holiday season.

**Balloon Dimensions:** 61-feet long, 29-feet wide, 67-feet tall

**Fun Fact:** Ronald's iconic Big Red Shoes are 6 feet long.

**SPONGEBOB SQUAREPANTS  
NICKELODEON**

One of the most beloved animated characters in TV history, SpongeBob SquarePants, the pineapple-dwelling sea sponge, joins the holiday spectacle for his twelfth Parade appearance. After conquering television, movies and the skies of NYC, the loveable fry cook will trade Bikini Bottom for the Great White Way as he hits the theatrical boards this November in *SpongeBob SquarePants: The Broadway Musical*.

**Balloon Dimensions:** 41-feet long, 34-feet wide, 44-feet tall

**Fun Fact:** SpongeBob SquarePants was the first-ever square Parade balloon and is pulled into his signature shape by more than 800 internal tie-lines.

**TROLLS  
DREAMWORKS ANIMATION**

Fresh from their 2016 Parade debut and last year's hair-raising, smash-hit, animated film, the happy and colorful "DreamWorks Trolls" trio of Poppy, Branch and Guy Diamond will once again hitch a ride down the Parade route on their Caterbus to kick off the holiday season. Their second Parade appearance isn't the only treat they have for fans this season, as they will also star in an all-new prime time television special, *DreamWorks Trolls Holiday*, coming to NBC this Thanksgiving weekend.

**Balloon Dimensions:** 57-feet long, 38-feet wide, 38-feet tall

**Fun Fact:** Each of the Troll's iconic hair is more than 12-feet tall.

**HERITAGE BALLOON AND BALLOONHEAD LINE-UPS**

**HAROLD THE BASEBALL PLAYER**

**as featured in *MIRACLE ON 34<sup>TH</sup> STREET*, TWENTIETH CENTURY FOX HOME ENTERTAINMENT**

Twentieth Century Fox's iconic holiday film classic, *Miracle on 34<sup>th</sup> Street*, brings to life Harold the Baseball Player, a legacy Macy's character prominently featured in the 1947 movie. The classic, which taught generations to *Believe*, celebrates its 70<sup>th</sup> anniversary this year with a special edition Blu-ray and DVD courtesy of Twentieth Century Fox Home Entertainment, along with the return of the heritage balloon. Harold was recreated for this year's Parade to look exactly as he did in the black and white movie: hues of black, white and grey and sporting a baseball cap, dressed in a bold striped uniform with a Macy's star emblazoned on his chest, and holding a catcher's mitt and ball.

**Balloon Dimensions:** 30-feet tall, 25-feet wide. Harold's nose is three-feet long, his eyes are almost two-feet tall and his baseball cap is size 207.5.

**Fun Fact:** Although Harold has had many "balloon" professions including Clown, Fireman and Policeman, he has not been seen as the Baseball Player since the 1946 Parade, which was filmed live for *Miracle on 34<sup>th</sup> Street*.

**MACY'S STARS (BLUE & WHITE, RED & GOLD, YELLOW)**

**BLUE SNOWFLAKE ORNAMENTS**

**CANDY CANE**

**CHRISTMAS STRING OF LIGHTS**

**ELF TRIO: CHARLIE, KIT & C.J.**

**PUMPKINS**

**HAROLD THE FIREMAN**

**REX THE HAPPY DRAGON**

**MAMA, PAPA & BABY BALLOONHEADS**

**BALLOONICLE**

*(A Macy's Parade innovation, hybrid cold air balloon and self-propelled vehicle)*

**THE AFLAC DUCK**

**AFLAC, INC.**

The world's most famous "spokesduck," the Aflac Duck has returned for his seventh Parade in new form, having smartly prepared all year long so he would not miss this quintessential NYC holiday experience.

**Balloonicle Dimensions:** 30-feet tall, 15-feet wide

**Fun Fact:** The Aflac Duck's glowing heart is encased by his heart shaped-wings. His inner tube base to "slide" down the Parade route is larger than the size of an in-ground home swimming pool.

**TRYCALOONS**

*(A Macy's Parade innovation featuring a hybrid tricycle and balloon)*

**BULLDOG**

**TOUGH GUY**

**NUTCRACKER and MOUSE KING**

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