



## MEDIA ADVISORY

**MAGIC ON 34<sup>TH</sup> STREET:  
THE WORLD-FAMOUS MACY'S THANKSGIVING DAY PARADE®  
KICKS OFF THE HOLIDAY SEASON FOR MILLIONS OF TELEVISION VIEWERS  
WATCHING SAFELY AT HOME**

***Reinvented to safely keep spectators in New York City at home and families nationwide glued to their televisions, the 94<sup>th</sup> edition of the iconic event ushers in the holiday season with a televised celebration featuring giant character balloons, animated floats, incredible street performances, musical acts, and the one-and-only Santa Claus***

***Macy's Thanksgiving Day Parade airs nationwide on NBC and Telemundo on  
Thursday, November 26, 2020 from 9 a.m. – Noon, in all time zones***

As a national tradition that has annually marked the start of the holiday season, the Macy's Thanksgiving Day Parade holds a unique place in the hearts of New Yorkers and the nation. In order to produce this event safely during this challenging time, the Macy's team along with its partners in the City and State of New York, reimagined the celebration as a television-only event. This resulted in the elimination of the traditional 2.5-mile route, scaling back of elements and scheduled performers and reducing the overall number of participants, among other changes.

This year, the Parade will be produced in a **closed tv-set format** over the course of several days leading up to and including Thanksgiving to ensure the safety of participants and staff. Safety is Macy's top priority and robust health measures have been implemented across all areas of the production including COVID-19 testing, wellness checks, required masks and social distancing practices. In constant communication with government agency and health experts, several contingency plans were developed allowing the production the ability to adjust plans based on the evolving environment and any subsequent restrictions, to ensure the health and safety of all involved.

In order to safeguard and maintain our protocols, we are **NOT able to provide media access** to any Macy's Thanksgiving Day Parade related event or production area this year. This applies to all members of the media who are in possession of a current and valid NYPD press credentials. Access to the barricaded production areas is only available to Macy's and NBC production staff, partners, performers and participants.

We understand the historic nature of this production and are planning to provide an alternative resource to assist with your coverage needs including providing b-roll, interviews and photography.

[Macy's Thanksgiving Day Parade Multimedia Site](#)

The Macy's Parade multimedia site will be updated periodically with content **as it becomes available** for News Media Use Only. Content will include:

- Overview interview with Susan Tercero, Executive Producer of Macy's Thanksgiving Day Parade
- B-Roll, interviews and images focused on the New Balloon test flights
- B-Roll, interview and images focused on the New Floats
- B-Roll of construction of new elements
- B-Roll and images of Parade rehearsals
- B-Roll and images of the Staging Area with elements and performers
- B-Roll, select talent interviews and images of production

**IMPORTANT NOTE:** We kindly ask that the press corps refrain from any activity that would jeopardize the production's safety protocols and abide by the NYPD barricades securing the space, remaining on the exterior of the perimeter always. Additionally, it is imperative that our fellow New Yorkers stay safely at home while we work to produce this event, that they along with the rest of the nation will be able to enjoy on Thanksgiving Day once more, so we ask that no promotion of the exact staging locations take place in coverage.

For updated [media information](#) including releases, images, archival content, video and more, please visit, **MACYSPARADEPRESS.COM**

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