New York, NY - November 15, 2011 - This Thanksgiving millions of spectators will take a trip to another world, as the Macy’s parade sets the scene for magical expeditions. On board the line-up of floats of fantasy, entire worlds come to life, thanks to the imagination, creativity and skills of the artists at Macy’s Parade Studio - where the magic begins.

The parade’s wonder-filled floating stages depict the familiar and the out-of-this world. From a hometown hockey game with a twist, to a wonderland of fun, the five new floats set to join the parading fun will have audiences mesmerized, leaving behind a trail of enchantment. Completing the convoy of 27 floats, the magic on board for the ride include scenes depicting a Turkey Day slap-shot showdown on the Frozen Fall Fun float, the celebration of the nation’s beacon of hope and liberty on the Gift of Freedom, the special nod to Macy’s parade history on the Hats Off To Our Heritage float, the frolicking celebration aboard P.B. Polar Bear, and the zhany fun found on the ZHU-NIVERSE! float.

Before the fantasy comes to life, an extraordinary team of artists and craftsmen at the Macy’s Parade Studio intricately design and fabricate each float from a one-dimensional design to a three-story tall, 360 degree masterpiece. The Studio’s team of designers, carpenters, painters, animators, metal fabricators and electricians work year-round on the parade’s moving stages. From an abstract design of the imagination to a simple pencil sketch and miniature models, the painstaking process is both creative and technical. Created using blocks of foam, wood, metal and paint, the fantasy comes to life at the renowned Macy’s Parade Studio, which this year
relocated to a brand new, state-of-the-art facility from its previous home in a small former Tootsie Roll Factory.

In designing the Parade’s magical transporting stages, the team must take into account many factors for which their creative inspiration must conform. From weather to dimensions and the logistics of assembling and disassembling the floats in the middle of New York City streets, the team will have to make their vision a work of art and of engineering.

One of the most important factors in the design of any Macy’s parade float revolves around its dimensions. Always elaborate and sometimes stories-tall, all Macy’s floats have one thing in common - they must fit through New York’s Lincoln Tunnel. Macy’s Parade Studio and its storage facility are located in New Jersey, miles and a river away from the parade route. Due to this fact, each float must be engineered in such a way that they collapse to no more than 12 ½-feet tall and 8-feet wide in size. This enables them to be transported seamlessly through the tunnel, late on Thanksgiving Eve. Overnight after the fleet of floats arrives at the starting line, the Parade Studio team with the help of several cranes, a lot of coffee and years of experience, will assemble each float’s intricate pieces in preparation for the morning step-off.

Although the Studio team has a keen eye for the whimsical, a kid-stamp of approval never hurts. In preparation for Thanksgiving, the team annually opens up the Parade Studio to select local New Jersey school children for the ultimate tour. On Tuesday, Nov. 15, a few hundred invited school children will get a tour of the new factory of wonder and a sneak peek at the magic in store for Thanksgiving at Macy’s Studio Day.

Following is the Complete Cast of Floats in the 85th Macy’s Thanksgiving Day Parade

1-2-3 SESAME STREET
NAMM, THE NATIONAL ASSOCIATION OF MUSIC MERCHANTS

The most famous street in the world, Sesame Street returns to the lineup for a Thanksgiving celebration. A place where friends gather to enjoy the magic of the season, the stoop of 1-2-3 Sesame Street will be alive with music as Big Bird, Abby Cadabby, Oscar the Grouch and Elmo, along with a slew of their friends, delight the crowds with their musical abilities. With help from their friends at NAMM, the cast will showcase the magic of musical instruments! At 32-feet long, 20-feet wide, and 2-stories tall, the Sesame Street float will rock the holidays when the cast and Muppets of Sesame Street perform “Meet Me On Sesame Street.”
The city that never sleeps provides the inspiration for the New York Daily News Big Apple float. The Empire State Building, Chrysler Building and of course Macy’s, share the landscape with New York’s signature taxi cabs and subway stations. With a giant 30-foot inflatable apple at its core, the float perfectly represents the frenzied and bustling city. Joining the bustling metropolis is superstar Mary J. Blige.

The Delta Y Tri-Suspension Bridge of Tomorrow is the centerpiece of this transportation-themed float. Featuring iconic New York City transportation hubs, the Bridge to the Future float includes a reproduction of New York City’s famed Brooklyn Bridge. At 32-feet long, 20-feet wide and 30-feet tall, the float also incorporates an elevated highway and features the debut of the 2011 Hess Toy Truck and Racer. Taking the bridge to the future are synth-pop stars Cobra Starship.

After catching a Delta flight to New York City, visitors should immediately head to the city’s most famous urban oasis - Central Park. After the visit they can fully appreciate the intricate recreation of the park’s Gothic Bridge that sets the magical tone on the Christmas in Central Park float. The recreation also features vintage streetlights, illuminated Christmas trees and fresh fallen snow. The float’s frozen pond serves as a skating rink that will come to life with dazzling ice skaters. Along for the ride down the streets of Manhattan are acapella crooners Straight No Chaser.

Feliz Navidad Amigos! Exploring the past, present and future of Christmas is Nickelodeon’s Latina heroine, Dora the Explorer. For the holidays, Dora and her friends are off on an adventure to help Swiper learn the true meaning of Christmas. Featured on the colorful float is a stunning 12-foot tall Christmas tree decorated with dazzling ornaments, as well as some very special gifts. On board with Dora for this holiday trek is Nickelodeon’s preschool music group, The Fresh Beat Band performing their hit song “Here We Go!”
ELVES RAISE THE ROOF
OFFICEMAX INCORPORATED®

Elf Yourself and get the party started this holiday season! Ready for a much-needed break, Santa’s elves are set to raise the roof and boogie. Taking to rooftops, cupolas, chimneys and balconies to celebrate, the elves throw a yuletastic holiday party. Taking part in the revelry will be worldwide music stars Mannheim Steamroller kicking-off the holidays with their signature merry tunes.

FROZEN FALL FUN
DISCOVER

A pond, a puck and a Turkey Goalie are set for a spectacular Thanksgiving Day slap-shot contest. Transforming a hometown backyard into an ice rink for the ultimate hockey showdown, the Frozen Fall Fun float will delight hockey fans of all ages, as they root for the kids on the home team. On board for the Turkey Day classic will be Grammy®-Award winner Cee Lo Green, along with some NHL greats.

GIFT OF FREEDOM

America’s symbol of freedom, the Statue of Liberty, is immortalized on this brand new float that features a replica of the Lady in the Harbor’s famed torch. Aboard for the patriotic ride will be members of the U.S. Military Cadets Chorus saluting the nation with a rendition of “God Bless America.”

HATS OFF TO OUR HERITAGE!

The parade’s most dapper new float makes its debut in style celebrating the 85th anniversary of Macy’s parade. On board are two of the parade’s most famous leaders - Jean McFaddin and Robin Hall. The stewards of the Macy’s Parade legacy for a combined 34 years, Macy’s tips their hats to the incomparable leaders who each left an indelible mark on the procession. Depicting their famed headgear - a cowboy hat for Jean and a top hat for Robin, the float also features a host of characters that have graced the skies of New York in the line-up from the first-ever Macy’s balloon of Felix the Cat, to Bugs Bunny, Babar and Clifford the Big Red Dog, the parade’s balloon history comes to life on the frolicking float.

HOME BAKED GOODNESS
MORTON SALT, INC.

Delicious goodies are ready for hungry tummies on the Home Baked Goodness float. Cooking up yummy treats from a giant cast iron stovetop, the float overflows with scrumptious cupcakes, gingerbread men and cookies. This towering celebration of
holiday baking could not be created without special recipes sprinkled with a pinch of Morton® Salt for holiday flavor. Traveling down the route making millions of spectators hungry for these special treats, the float will feature Scotty McCreery performing “The Trouble with Girls” from his No. 1 album.

**INTERNATIONAL CELE-BEAR-ATION CLOCK TOWER**  
**BUILD-A-BEAR WORKSHOP®**

Build-A-Bear Workshop® is sharing hugs worldwide this Thanksgiving! Huggable mascot Bearemy® will ride down the streets of Manhattan with Holly and Hal Moose™ and his International furry friends to celebrate the wonder of the holiday season. The International Cele-bear-ation Clock Tower float commemorates everyone’s favorite childhood friend - the Teddy Bear. Joining the Build-A-Bear Workshop® cele-bear-ation will be Zendaya, star of Disney’s *Shake it Up*.

**JOLLY POLLY PIRATE SHIP**

Ahoy mateys! Its pirate season as a grand schooner ship once again sets sail in Manhattan with its beautiful Polly Parrot sail at full mast. At 38-feet long, 8-feet wide and 40-feet tall, the ship is manned by 30 Pirate Kids who serve as the Pirate King’s first mates. Along for the voyage will be Michael Feinstein along with the Pirettes Puppets, performing “Jolly Dream Pirates.”

**LOCAL HEROES HELPING EVERYDAY**  
**HAMBURGER HELPER®**

Giving thanks to the heroes in our daily lives - our neighborhood firefighters, doctors, nurses, crossing guards and police officers - is celebrated on the Local Heroes Helping Everyday float. Hamburger Helper®, salutes these American heroes on a whimsical float depicting a very special pet rescue. The float’s amazing design features a fire truck, complete with a hydraulic ladder that will bring about a happy ending this Thanksgiving. On board to help others enjoy the holiday is multi-talented indie-pop artist Ingrid Michaelson.

**MACY’S PARADE DRUM**

Hit the beat, as the parade’s largest musical instrument takes center stage. Joining the musical pulse will be United We Sing and Cap 21 dancers who will pay tribute to the U.S.O. with a showstopping rendition of “Boogie Woogie Bugle Boy.”
MARION-CAROLE SHOWBOAT

Sailing full steam down the streets of New York is the largest vessel to ever float down the line of march, the Marion-Carole Showboat. The Showboat is a 33-foot tall, 16-foot wide and 42-foot long masterpiece. Complete with an authentic-looking paddlewheel and twin smokestacks, the Showboat will host a performance by country star Shelby Lynne.

MOUNT RUSHMORE’S AMERICAN PRIDE
SOUTH DAKOTA DEPARTMENT OF TOURISM

From the Badlands to the Black Hills, and of course the iconic faces etched on Mount Rushmore, South Dakota’s heritage, attractions and natural beauty are showcased on the Mount Rushmore’s American Pride float. Celebrating the 70th anniversary of the national monument’s completion, the float captures the memorial flanked by South Dakota’s most majestic scenery. From rivers and pine forests, ancient dinosaur fossils to Great Plains animals and their American Indian legacy, the float is a majestic representation of the great state. Taking a stroll through South Dakota’s varied landscapes and set to perform a special tune by Rock and Roll Hall of Famer Neil Diamond.

ON THE ROLL AGAIN
HOMEWOOD SUITES BY HILTON

Based on the wonder of wooden pull toys, the On The Roll Again float features Lewis the Duck and his colorful family. Dressed in a dapper hat and carrying a backpack, Lewis is taking his flock on a holiday getaway. The Homewood Suites mascot lets his feet do the “cranking,” pulling his wife Lois and kids Lance and Lisa, down the line of march with their luggage in tow. This adorable family of ducks will be joined by China Anne McClain, star of Disney’s A.N.T. Farm.

P.B. POLAR BEAR
UNIVERSAL ORLANDO® RESORT

P.B. Polar Bear is ready for a celebration! In honor of this year’s 10th anniversary of Macy’s Holiday Parade™ at Universal Studios, P.B. is poised to add a 10-year star to the magnificent tree in the famous park, which is part of Universal Orlando® Resort. However, first P.B. and his friends have to make a pit stop in the Big Apple to help kick-off the holiday season.
PEP RALLY
SPIRIT OF AMERICA PRODUCTIONS

Spreading the holiday spirit with good cheer is the Pep Rally float. Putting the pep in the step off, more than 20 spirited cheerleading kids will show they really do know how to get the party started. On board the cheery ride is Miss America 2011 Teresa Scanlan.

SANTA’S SLEIGH

It’s time to BELIEVE, as the one-and-only Santa Claus makes his way to Macy’s Herald Square straight from his home in the North Pole. Depicting Santa’s magical night of travel on Christmas Eve, we see good old St. Nick as he leaves the North Pole on his enchanting journey. The North Pole is showcased by Santa’s Toyshop home and by a giant ice and granite obelisk that is supported by ice sculptures of a walrus and a polar bear. Santa’s Sleigh is a colossal float that measures 60-feet long, 22-feet wide and is 3 ½ stories tall.

THE SMURFS™
SONY PICTURES HOME ENTERTAINMENT

The Smurfs™ take a break from Smurf Village for another fun-filled day in Manhattan, as they ride down the parade route on a Smurftastic float with the Clumsy Smurf balloon. The float features a replica of The Smurfs legendary mushroom-shaped homes.

SNOOPY’S DOGHOUSE
PEANUTS WORLDWIDE

As Flying Ace Snoopy returns to the sky over the Macy’s parade, his pal Woodstock helps guide the way down the route. Snoopy’s famous doghouse is air traffic control headquarters and Woodstock is the official in charge. Checking out the scene to watch the Flying Ace’s trip will be the PEANUTS® gang including Charlie Brown, Lucy and Linus.

TOM TURKEY
COOKING CHANNEL™

Leading the procession once again is America’s favorite Thanksgiving bird - Tom Turkey. Covered in brilliantly-colored plumage, sporting a festive collar and a coveted blue award ribbon, Tom is one giant bird measuring 21-feet tall and 20-feet
wide. Ever the gracious host, Tom will greet his millions of Thanksgiving Day guests by bobbing his head and flapping his wings. On board for the Turkey day fun will be Cooking Channel’s *Extra Virgin* stars, **Debi Mazar** and **Gabriele Corcos**, as well as **Avril Lavigne** performing a song from her latest album.

**THE TRUE SPIRIT OF THANKSGIVING**
**ONEIDA INDIAN NATION**

The Oneida Indian Nation’s True Spirit of Thanksgiving float returns for another celebration. Representing the Tree of Life, a 30-foot tall White Pine Tree grows from a turtle’s back and showcases the Oneida’s representation of the creation story. On top of the Great Tree is an eagle embodying constant watch over the Nations and the protection of peace. Taking a peaceful Thanksgiving trip along with the Iroquois dancers will be professional baseball player **Joba Chamberlain**.

**WILD WEST EXPRESS**

*All aboard!* It’s time to head west. Before heading out of town the Wild West Express will make a pit stop at Macy’s Herald Square. With whistles blowing, bells ringing and steam billowing from the top of a 45-foot long steam locomotive, the train pulls a 28-foot long coal car filled with a cargo of smiling children and brightly wrapped gifts.

**WOODLAND FAMILY GATHERING**
**OCEAN SPRAY®**

As American’s gather to celebrate, so do a host of woodland critters! The celebratory table is set with yummy goodies and standards including 10-foot long ears of corn, pumpkins, squash and delicious cranberries on the Woodland Family Gathering float. Grandma Goose heads the table that includes Mr. Beaver, Father Fox, wise old Uncle Owl and Church Mouse. As the gathering gets into high gear along the beautiful log table, the woodland critter family, along with the Ocean Spray comical character growers, will enjoy a performance from country star **Rodney Atkins** that gives thanks to the bounty of the Thanksgiving harvest.

**ZHU-NIVERSE!**
**ZHUZHU PETS®**

The loveable ZhuZhu Pets make their Macy’s parade debut as they float along on the wonderful, whacky world of the ZHU-NIVERSE! The Fab Four - Pipsqueak, Mr. Squiggles, Chunk and Num Nums - dance, surf and skateboard to the delight of Zhu-natics everywhere. YouTube sensation **Savannah Outen** and kids from **Camp Broadway** will add to the fun as they perform “There’s No Place Like Here” - an
original song from the new ZhuZhu Pets DVD movie, *Quest for Zhu™*, which is also featured on the *Quest for Zhu* soundtrack CD.

**SPECIAL UNITS CAST**

**McDONALD’S® BIG RED SHOE® CAR**
Ronald McDonald®, the world’s most famous clown, is riding down the parade route in his one-of-a-kind, Big Red Shoe Car. Joining Ronald on this fun holiday trip will be his friends the talented McKids®.

**MOUNTED PARKS ENFORCEMENT PATROL and NYPD MOUNTED UNIT**
Sixteen New York City park rangers and police officers make up an old fashioned cavalry as they ride down the route on horseback saluting parade spectators along the way.

**NYPD HIGHWAY PATROL MOTORCYCLE UNIT**
Gentlemen start your engines! New York City police officers will officially escort the 85th Parade down the entire route.

**PLANTERS NUTMOBILE**
Mr. Peanut is getting back to his roots as he returns to the parade in his *Naturally Remarkable* Nutmobile. The new Nutmobile runs on biodiesel and harnesses the power of wind and solar energy. Always a perfect holiday host, Mr. Peanut will wave to his adoring fans from atop his new eco-friendly ride.

**PLEASE NOTE ALL TALENT, PERFORMANCES, LINE-UP AND INFORMATION IS SUBJECT TO CHANGE.**

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