

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



FOR IMMEDIATE RELEASE

CONTACTS: Orlando Veras, Macy's Media Relations  
646-429-7450; [orlando.veras@macys.com](mailto:orlando.veras@macys.com)

Kristin Bradley, Green Giant  
973-630-6445; [kristin.bradley@bgfoods.com](mailto:kristin.bradley@bgfoods.com)

**Green Giant® makes a gigantic debut in the  
91<sup>st</sup> Annual Macy's Thanksgiving Day Parade®**

*The iconic vegetable brand joins the float line-up of the beloved holiday spectacle with a wonder-filled landscape showcasing the bounty of the fall harvest*

**NEW YORK, NY – October 10, 2017** – Nature's bountiful harvest sprouts anew in jolly good form this Thanksgiving as the iconic Green Giant® makes his New York City debut in the 91<sup>st</sup> Annual Macy's Thanksgiving Day Parade®. The spokesgiant of the beloved vegetable brand will be showcased for the first time aboard a new float featuring a remarkable landscape of nature's finest vegetables. Just in time for the Thanksgiving meal, the Green Giant float will make its way through Manhattan delighting more than 3.5 million spectators lining the route and more than 50 million viewers nationwide.

"The Macy's Parade has always reflected characters and brands that have significant and sustained pop culture relevance and the Green Giant is one of those figures of universal appeal," said Jordan Dabby, vice president Partnership Marketing for Macy's Thanksgiving Day Parade. "The magicians of Macy's Parade Studio have truly outdone themselves, bringing the majesty of the plentiful landscape to life in this visually stunning new float with the larger-than-life Green Giant himself, joining the harvest festivities,"

"Green Giant is thrilled to join the iconic Macy's Thanksgiving Day Parade line-up, helping us to reintroduce our jolly brand ambassador to a new generation of fans," said Jordan Greenberg, vice-president & general manager, Green Giant. "With its incredible reach that captures the imagination of millions, our Macy's Parade float is just the latest way in which Green Giant is cementing our place at the festive holiday table for generations of Americans."

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 keeps watch. Featuring a replica of the Green Giant that's more than two-stories tall as he kneels to inspect the perfect ear of corn, the majesty of the fall harvest season is depicted in a glorious and delicious spectacle.

The Green Giant has been a classic character in American pop culture since his introduction by the brand in 1928. In 2016, as the brand celebrated the launch of a new line of Green Giant Veggie Swap-Ins™ products that allow consumers to add more vegetables to their diet by providing great alternatives to white carbs, the beloved Green Giant character returned to nationwide prominence inspiring a new generation of families to eat Green Giant vegetables and start a more healthy lifestyle.

The 91<sup>st</sup> Annual Macy's Thanksgiving Day Parade airs nationwide on NBC-TV, on Thursday, Nov. 23, 2017 from 9 a.m. – noon; in all time zones.

**About Green Giant**

Few brands enjoy a heritage as rich as that of *Green Giant*®. For over 100 years, *Green Giant* has been devoted to growing the best quality and most unforgettably delicious vegetables for you and your family. For more information and some simple and tasty recipes, please visit [www.greengiant.com](http://www.greengiant.com).

**About B&G Foods, Inc.**

Based in Parsippany, New Jersey, B&G Foods, Inc. (NYSE: BGS) and our subsidiaries manufacture, sell and distribute high-quality, branded shelf-stable and frozen foods across the United States, Canada and Puerto Rico. With our diverse portfolio of more than 50 brands you know and love, including *B&G*, *B&M*, *Cream of Wheat*, *Green Giant*, *Las Palmas*, *Le Sueur*, *Mama Mary's*, *Maple Grove Farms*, *Mrs. Dash*, *New York Style*, *Ortega*, *Pirate's Booty*, *Polaner*, *Spice Islands* and *Victoria*, there's a little something for everyone. For more information about B&G Foods and our brands, please visit [www.bgfoods.com](http://www.bgfoods.com).

**About the Macy's Thanksgiving Day Parade:**

With more than 50 million viewers across the country and more than 3.5 million spectators that line up along the streets of New York City each year, the Macy's Thanksgiving Day Parade is a national icon that has grown into a world-famous holiday event. For 91 years, the Macy's Thanksgiving Day Parade has marked the official start of the holiday season. Growing in size and scale, the Parade proudly marches down a more than 2-mile route in New York City with more than 8,000 participants in tow including Macy's employees, their families, celebrities, athletes, clowns and dance groups spreading holiday cheer. The Parade also features America's best marching bands, fabulous floats and Macy's signature giant helium character balloons. For more information on the Macy's Parade, please visit [www.macys.com/parade](http://www.macys.com/parade) or call the Parade hotline at (212) 494-4495.

###