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Twentieth Century Fox's holiday film classic *Miracle on 34th Street* celebrates its 70th Anniversary with the return of the Harold the Baseball Player Balloon to the 91st Annual Macy's Thanksgiving Day Parade[®]

A brand new recreation of Harold the Baseball Player will take to the skies once again in a special nod to an iconic scene in the beloved 1947 film

The *Miracle on 34th Street – 70th Anniversary Edition* is available on Digital, Blu-ray & DVD October 10 from Twentieth Century Fox Home Entertainment

NEW YORK, NY – October 5, 2017 – Two of the world's most cherished traditions will once again share the same holiday stage as Twentieth Century Fox's iconic film classic, *Miracle on 34th Street*, brings to life Harold the Baseball Player, a legacy Macy's character and now a newly recreated balloon in the 91st Annual Macy's Thanksgiving Day Parade[®]. The 1947 film celebrating its 70th Anniversary this year, prominently featured Macy's flagship store, its renowned Parade, and the one-and-only Santa Claus in a tale that has taught the world to *Believe*. On Thursday, November 23, as the annual march steps-off, more than 3.5 million spectators lining the route in New York City and more than 50 million viewers nationwide will delight in the magic and the miracle once more.

Miracle on 34th Street, an irresistible fable that over time has become synonymous with Christmas celebrations, was partially shot on location at Macy's flagship store at Herald Square in New York and during the 1946 Macy's Thanksgiving Day Parade. The three-time Oscar[®]-winning film, followed a cultured gentleman with twinkling eyes, an ample belly, and a snowy beard (Edmund Gwenn), as he is hired to be Santa at Macy's during the very busy holiday season. He claims his name is Kris Kringle, and soon fills everyone with the Christmas spirit ... except for his boss, Doris Walker (Maureen O'Hara), who's raising her daughter Susan (Natalie Wood) to not believe in Santa. But when Kris Kringle is declared insane and put on trial, everyone's faith is put to the test as young and old alike face the age-old question: Do you believe in Santa Claus?

“For generations, Macy’s Thanksgiving Day Parade has kicked-off the holiday season with a magical spectacle that brings together millions of people in celebration,” said Jordan Dabby, vice president Partnership Marketing for Macy’s Thanksgiving Day Parade. “The Parade’s signature role in the film classic, *Miracle on 34th Street*, solidified its star status worldwide. We are delighted to once again partner with Twentieth Century Fox to bring to life an iconic piece of our mutual legacy with the recreation of the original Harold the Baseball Player balloon, which has not appeared in the Parade line-up since its prominent scene in the beloved holiday film.”

During a memorable Parade scene in the film, the Harold the Baseball Player balloon comes into view, and little Susan, sitting at a bay window, correctly announces to Mr. Gailey that the balloon, although dressed as a Baseball Player that year, was in fact previously dressed as a clown. The new recreation of the Harold the Baseball Player balloon marks his first return to this form since 1946. Measuring 30.3-feet tall, 25.2-feet wide, Harold was painstakingly recreated by the artists of Macy’s Parade Studio to look exactly as he did in the black and white movie, dressed in a bold striped uniform and hat, a Macy’s star emblazoned on his chest, with a catcher’s mitt and ball in hand; the legacy character’s shades of black, white and grey will be a remarkable throwback to the golden age of film.

The *Miracle on 34th Street* – 70th Anniversary Edition will be available on Digital, Blu-ray and DVD October 10, courtesy of Twentieth Century Fox Home Entertainment. The 91st 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 Twentieth Century Fox Home Entertainment

Twentieth Century Fox Home Entertainment, LLC (TCFHE) is the industry leading worldwide marketing, sales and distribution company for all Fox produced, acquired and third-party partner film and television programming. Each year TCFHE expands its award-winning global product portfolio with the introduction of new entertainment content through established and emerging formats including DVD, Blu-ray™, Digital and VOD. Twentieth Century Fox Home Entertainment is a subsidiary of 20th Century Fox, a 21st Century Fox Company.

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 or call the Parade hotline at (212) 494-4495.

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