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Entenmann's® is set to debut a sweet new float in the 91st Annual Macy's Thanksgiving Day Parade®

The renowned baked goods brand celebrates in the city it was founded and invites fans all over the country to partake in the fun through a special sweepstakes

NEW YORK, NY and ISLANDIA, NY – September 12, 2017 – This Thanksgiving a confectionery of delights will enthrall millions of spectators when Entenmann's® Bakery debuts a new float in the iconic Macy's Thanksgiving Day Parade®. The beloved brand will join the historic lineup of the world-famous holiday spectacle for the first time ever, bringing a taste of sweet celebration to more than 3.5 million spectators lining the route in New York City and to more than 50 million viewers nationwide.

Founded in Brooklyn in 1898, the hometown collaboration with Macy's will see Entenmann's signature brand of delicious treats take center stage on a float showcasing the fun and enjoyment of baking and sharing in tasty confections with family and friends. Designed to mirror a colorful bakery, the new float will evoke the fun spirit of the brand, complete with bursting confetti, rotating donuts, and displays of mouthwatering desserts.

"The entire Macy's Parade team is thrilled to welcome Entenmann's to the float line-up this year with a fantastically colorful treat for millions of spectators this Thanksgiving," said Jordan Dabby, vice president Partnership Marketing for Macy's Thanksgiving Day Parade. "There are few opportunities where the Parade can partner with an organization that has existed longer than our own 90-year storied history. We are so pleased to combine our homegrown brands and build upon our shared traditions of creating warm family moments that have been enjoyed by countless generations."

"As a brand that has grown to be a household favorite for almost 120 years, we are proud to celebrate in the city where it all began at an event that shares our commitment to tradition and family fun – the Macy's Thanksgiving Day Parade," said Lorraine Hale, Senior Director of Marketing for Entenmann's Bakery, part of Bimbo Bakeries USA. "To celebrate our debut in the Parade, we have launched a Macy's Thanksgiving Day Parade Sweepstakes so that our fans all over the nation can enter for a chance to win a trip to New York City for next year's spectacle."

Open for entries now, consumers can enter into the Macy's Thanksgiving Day Parade Sweepstakes via Entenmann's Facebook page. On November 25, two lucky winners will be selected to win a trip to New York City for the 2018 Macy's Thanksgiving Day Parade. Each grand prize winner will enjoy three days and four nights in the city, a set of four Grandstand Tickets to the Parade, and a year's supply of Entenmann's® Donuts and Little Bites® Muffins. More information about the sweepstakes is available at www.EntenmannsMacysThanksgivingDayParadeSweeps.com.

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 Entenmann's® Bakery

Entenmann's history dates back over 119 years to 1898 when William Entenmann opened his first bakery in Brooklyn, New York. By the 1960s the company was selling delicious donuts throughout the New York metropolitan area; by the 1970s it began selling nationwide. Today, Entenmann's markets over 100 different baked goods in the U.S., producing 780 million donuts a year – one of which is the #1-best-selling classic Entenmann's Rich Frosted Donut introduced in 1973.

About Bimbo® Bakeries USA

Bimbo Bakeries USA (BBU) is a leader in the baking industry, known for its category leading brands, innovative products, freshness and quality. Our team of 22,000 U.S. associates operates more than 60 manufacturing locations in the United States. Over 11,000 distribution routes deliver our leading brands such as Arnold®, Bimbo®, Boboli®, Brownberry®, Entenmann's®, Freihofer's®, Heiner's™, Marinela®, Mrs Baird's®, Nature's Harvest®, Oroweat®, Sara Lee®, Stroehmann®, Thomas®, and Tia Rosa®. BBU is owned by Mexico's Grupo Bimbo, S.A.B de C.V., the world's largest baking company with operations in 22 countries.

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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