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Preschool Powerhouses PAW Patrol and Shimmer and Shine to Make Their Debut at the 91st Annual Macy's Thanksgiving Day Parade®

The PAW Patrol Giant Character Balloon by Spin Master and Nickelodeon will take to the sky as Nickelodeon's Shimmer and Shine joins the festive float lineup

NEW YORK--(BUSINESS WIRE)-- The 91st Annual Macy's Thanksgiving Day Parade® will bring a paw-some pup and genie magic to New York City on Thursday, Nov. 23, 2017 with the debut of a brand-new [PAW Patrol](#) character balloon and [Shimmer and Shine](#) float, based on the hit preschool series. Heroic rescue pup Chase from the animated series *PAW Patrol*, produced by Spin Master Entertainment and broadcast on [Nickelodeon](#), will soar through the New York City skies for the first time as a high-flying giant balloon. In addition, the vibrant *Shimmer and Shine* float will bring the magical genie land of Zahramay Falls and the beloved characters Shimmer and Shine to life for more than 3.5 million spectators lining the route and more than 50 million viewers nationwide.

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20171026005870/en/>



Chase, the fearless German Shepherd rescue pup from *PAW Patrol*, the number-one preschool series on all TV, will journey from Adventure Bay to Manhattan's skyline as a giant character helium balloon. Donning his signature navy blue police uniform and measuring 43.3 feet high, 36.2 feet wide and 59.8 feet long, Chase will show the citizens of New York that "no job is too big, no pup is too small."

The *Shimmer and Shine* float will transport spectators to the whimsical world of Zahramay Falls with twin genies-in-training Shimmer and Shine, as they take a ride on their magic carpet through the streets of New York. Capturing the excitement found in the series, the colorful animated float features unique elements from their magical world including the palace, marketplace, rainbow waterfall with mist, dazzling gems and jewels, and inflatable clouds. The float will also showcase characters from the show including: Shimmer and Shine's best friend Leah and her pet Parisa; playful pets Nahal and Tala; and the scheming sorceress Zeta

PAW Patrol balloon for the 91st Annual Macy's Thanksgiving Day Parade (Graphic: Business Wire)

peeking out from her lair.

The Macy's Thanksgiving Day Parade will also feature two fan-favorite returning Nickelodeon elements: the holiday-themed [SpongeBob SquarePants](#) square-shaped giant balloon; and the [Teenage Mutant Ninja Turtles](#) float featuring Leonardo, Donatello, Raphael and Michelangelo against a spectacular New York cityscape.

The 91st Annual Macy's Thanksgiving Day Parade airs nationwide on NBC-TV, on Thursday, Nov. 23, 2017 from 9:00 AM - Noon; in all time zones.

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.

About Spin Master

Spin Master (TSX:TOY; www.spinmaster.com) is a leading global children's entertainment company that creates, designs, manufactures, licenses and markets a diversified portfolio of innovative toys, games, products and entertainment properties.

Spin Master is best known for award-winning brands including Zoomer[®], Bakugan[®], Meccano[®], and 2017 Toys of the Year, Hatchimals[®], Air Hogs[®] and PAW Patrol[®]. Since 2005, Spin Master has received 82 TIA Toy of The Year (TOTY) nominations with 21 wins across a variety of product categories, including 13 TOTY nominations for Innovative Toy of the Year, more than any of its competitors. To date, Spin Master has produced six television series, including 2007 success Bakugan Battle Brawlers and current hit PAW Patrol, which is broadcast in over 160 countries and territories globally. Spin Master employs over 1,500 people globally with offices in Canada, United States, Mexico, France, Italy, United Kingdom, Slovakia, Poland, Germany, Sweden, the Netherlands, China, Hong Kong, Japan, Vietnam and Australia.

About Nickelodeon

Nickelodeon, now in its 38th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, digital, recreation, books and feature films. Nickelodeon's U.S. television network is seen in more than 90 million households and has been the number-one-rated kids' basic cable network for 22 consecutive years. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ:VIA, VIAB).

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