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**MACY'S AND MAYOR DE BLASIO ANNOUNCE THAT
THE 39TH ANNUAL MACY'S 4TH OF JULY FIREWORKS –
THE NATION'S LARGEST INDEPENDENCE DAY DISPLAY –
WILL RETURN TO CELEBRATE AMERICA'S BIRTHDAY LIVE FROM NEW YORK CITY
THIS YEAR FROM TWO LOCATIONS ON THE EAST RIVER**

NEW YORK—Macy's and New York City Mayor Bill de Blasio announced today that on Saturday, July 4th, the 39th annual Macy's 4th of July Fireworks® will rumble to life over New York City, igniting the skyline over the East River with the nation's largest Independence Day pyrotechnic display. This year, extending to two locations, the show will begin at approximately 9:20 PM and dazzle the shorelines of Manhattan, Queens and Brooklyn with an unparalleled spectacle of color, light and sound set to commemorate the holiday with a very big bang!

America's most explosive party will take place from two locations on the East River in midtown and within the South Street Seaport historic district. *Brave*, the theme of this year's show, will fire more than 40,000 pyrotechnic shells during a 25-minute synchronized display. Designed in collaboration with PyroSpectaculars by Souza, the show will be fired from four barges positioned between 23rd and 37th Streets in Midtown and from one double-barge positioned below the Brooklyn Bridge.

"Last year, we brought Macy's incredible fireworks back to the East River – and this year, with barges up and down the river, even more New Yorkers will be able to take part," said **Mayor Bill de Blasio**. "This celebration will light up the sky for millions in Queens, Brooklyn, and Manhattan. There's no question: this will be a dynamite 4th of July for New Yorkers across the city."

"Macy's 4th of July Fireworks are the nation's premiere Independence Day celebration and we are thrilled to once again bring the City of New York a front row view to this one-of-a-kind nationwide spectacle," said **Amy Kule, Executive Producer of Macy's 4th of July Fireworks**. "With two locations, firing 1,600 shells per minute, this year's show will cover a large stretch of the City's famed skyline with incredibly vibrant color and fantastic effects."

"As we prepare to celebrate another July 4th in New York City, we're proud to once again present Macy's dazzling fireworks show for the occasion," said **Council Speaker Melissa Mark-Viverito**. "I welcome New Yorkers to join in the Independence Day festivities by taking in this timeless tradition that will once again light up Manhattan's skyline with a world class fireworks show for all to enjoy."

“Each year Macy’s presents an amazing 4th of July fireworks show that is an incredible visual spectacle as well as a stirring celebration of our nation’s independence,” said **Queens Borough President Melinda Katz**. “That’s why it’s great news that this year’s show will once again take place on the East River, where it will be viewable from Long Island City and therefore more easily accessible to the 2.3 million residents of the Borough of Queens.”

“Oh say, can you see East River fireworks this 4th of July? Yes! The red, white, and blue will burst brightly o’er Brooklyn’s shores, delighting thousands of local families as well as visitors whose celebrations will bring a boost to our local businesses. I thank Macy’s and Mayor de Blasio for their commitment to an Independence Day that can be enjoyed by as many New Yorkers as possible,” said **Brooklyn Borough President Eric Adams**

“This year’s Fourth of July will be another great ‘East Side Story’ for New Yorkers,” said **State Senator Daniel Squadron**. “Fireworks over the East River means more New Yorkers ‘own the night like the Fourth of July’ as Katy Perry would say. I’m pleased to have worked with Mayor de Blasio and Macy’s to ensure these festivities can be part of the holiday for millions of New Yorkers. Hopefully they will be for years to come.”

“Macy’s 4th of July Fireworks display is always a great treat for New Yorkers and I’m thrilled that Queens once again has a front row seat to the show,” said **Congressman Joe Crowley**. “It is a hallmark of our Independence Day celebration and I’m proud to share this rich tradition with millions of Americans who gather each year to watch the rocket’s red glare over the East River.”

“Once again the Macy’s 4th of July Fireworks spectacular will light up the East River skyline!” said **Council Majority Leader Jimmy Van Bramer**. “I have advocated tirelessly for years alongside Mayor de Blasio to bring the fireworks back to the borough of Queens. Today we are delivering on our promise and bringing borough residents an opportunity to enjoy one of our nation’s most spectacular events. Residents from Hunters Point in Long Island City and all of western Queens will rejoice welcoming thousands into their neighborhoods to celebrate. Staging the fireworks along the East River will give our local small businesses a boost and draw attention to all we have to offer here in Long Island City. I want to thank Mayor de Blasio and Macy’s for helping us keep this promise and making this day a reality.”

“The Macy’s 4th of July Spectacular is truly a classic New York City tradition and I’m excited that the fireworks are once again back where they belong – and where the most New Yorkers can enjoy them – right here on the Brooklyn/Queens waterfront along the East River!” said **Council Member Vincent Gentile**. “Not only will the fireworks light up that iconic New York City skyline, but local businesses will enjoy a real economic spark! I thank Mayor de Blasio and Macy’s for making America’s largest 4th of July celebration truly a citywide celebration.”

“With fireworks on the East River, Roosevelt Islanders and East Siders should have a great vantage point with which to view them,” said **Council Member Ben Kallos**. “I am thrilled that the fireworks have been moved back to where many New Yorkers, from Brooklyn to Queens to Manhattan can enjoy them.”

“I am thrilled that this year’s full Fourth of July fireworks show will be home on the East River where it belongs,” said **Council Member Stephen Levin**. “I thank the Mayor for working to make sure that more New Yorkers can celebrate and enjoy this display.”

“There is a long standing tradition in my district to arrive early to the East River Park on July 4th. My neighbors barbeque and lay in a blanket until the sun goes down patiently waiting for Macy’s to light up our east side skyline. We look forward to continuing our tradition,” said **Council Member Rosie Mendez**.

“I am glad to see the fireworks are back on the East River again – where freedom-loving spectators in Manhattan, Queens, and Brooklyn can enjoy the show, a safe distance from New Jersey,” said **Council Member Dan Garodnick**.

Revelers enjoying the show are encouraged to enjoy the full explosive experience by tuning in to radio station 1010WINS-AM to hear the musical score to which the show is choreographed.

Independence Day spectators from coast-to-coast can catch all the action by tuning to NBC’s two-hour national broadcast of *Macy’s 4th of July Fireworks Spectacular* beginning at 8:00 PM ET (check local listings). In addition to the pyrotechnic splendor, the 4th of July’s most popular entertainment special will feature performances from the nation’s hottest musical acts.

For more information on the 39th annual Macy’s 4th of July Fireworks, please visit www.macys.com/fireworks or call the Macy’s Fireworks Hotline at (212) 494-4495, as of June 2, 2015.

Macy’s 4th of July Fireworks are made possible in part by signature partners Cracker Jack[®], The Howard Hughes Corporation, Kool-Aid[®] and Planters[®], and are presented in partnership with the City of New York.

About Macy’s 4th of July Fireworks

Macy’s 4th of July Fireworks are the nation’s largest 4th of July pyrotechnic display. Produced by Macy’s and designed in conjunction with PyroSpectaculars by Souza of Rialto, CA, Macy’s Fireworks are a digitally synchronized display of firepower that is choreographed to a rousing patriotic score. Annually fired from various locations across New York City, Macy’s Fireworks feature shells from all over the world. Seen by more than 3 million spectators and millions of viewers nationwide, Macy’s 4th of July Fireworks have become the nation’s premiere 4th of July celebration event.

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