

For Immediate Release
#67-21

**NYC EMERGENCY MANAGEMENT'S NOTIFY NYC PROGRAM RELAUNCHES
SMS SHORT CODE FOR MACY'S THANKSGIVING DAY PARADE**

Text THANKSGIVING or THXGIVINGESP to 692692 to receive important updates about the 2021 Macy's Thanksgiving Day Parade and Balloon Inflation event in English and Spanish

November 17, 2021 — NYC Emergency Management is once again making it easier for New Yorkers and visitors to “get notified” about the 2021 Macy’s Thanksgiving Day Parade® and Balloon Inflation event. Notify NYC, the City’s official emergency communications program, has relaunched an opt-in short message service (SMS) for those attending all Thanksgiving Day festivities in New York City. New Yorkers and visitors can text the keyword THANKSGIVING or THXGIVINGESP to 692692 (NYCNYC) to receive alerts and updates on weather, road closures, traffic delays and more in English and/or Spanish. Message and data rates may apply.

“Notify NYC is a great way to stay informed, and relaunching this short code will give anyone attending the Macy’s Thanksgiving Day Parade festivities the key alerts and updates they need,” said **NYC Emergency Management Acting Commissioner Andrew D’Amora**. “We are thrilled to partner with Macy’s to provide spectators with real-time information through this simple but critical tool.”

“We want to thank our partners at NYC Emergency Management for helping us keep the public informed during this year’s Macy’s Thanksgiving Day Parade® and our Balloon Inflation event,” said **Christopher Bannon, Senior Director, Event**





NYC EMERGENCY MANAGEMENT DEPARTMENT

NYC.gov/emergencymanagement

Press Office: 718-422-4888

Operations for Macy's Thanksgiving Day Parade®. "Notify NYC is a great tool that New Yorkers can use to get important up-to-the-minute alerts as they enjoy our annual holiday celebration."

About Macy's Thanksgiving Day Parade®

The 95th annual Macy's Thanksgiving Day Parade®, which kicks off at 9 a.m. on Thursday, November 25, will stretch from the Upper West Side to Herald Square bringing along its signature giant character balloons, floats, marching bands and performance groups, musical stars and Santa Claus. The route covers 2.5 miles through the city streets from 77th Street and Central Park West to 7th Avenue and 34th Street. For more information about the parade, visit macy's.com/parade.

About Notify NYC

Notify NYC is the City's free, official emergency communications program. The opt-in SMS service is just one of many ways people can stay informed with Notify NYC. Register for emergency notifications by getting the free [Notify NYC mobile application](#), visiting NYC.gov/notifynyc, contacting 311 (212-639-9675 for Video Relay Service, or TTY: 212-504-4115) or following @NotifyNYC, @NNYCSpanish, or @NNYCChinese on Twitter. (Notify NYC messages are available through many formats, including email, text messages, telephone, the Notify NYC website, RSS, Twitter, and American Sign Language videos.) For up-to-date parade tips, text THANKSGIVING or THXGIVINGESP to 692692.

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MEDIA CONTACT: NYC Emergency Management Press Office (718) 422-4888

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