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**For Immediate Release**

**#80-19**

**NYC EMERGENCY MANAGEMENT'S LATEST 'PREP TALK' PODCAST:  
MACY'S THANKSGIVING DAY PARADE**

*#PrepTalkNYC* {Click to listen to [episode 42](#)}

*Text THANKSGIVING to 692692 to receive important updates about the 2019 Macy's  
Thanksgiving Day Parade and Balloon Inflation event*

**November 20, 2019** — Family. Friends. Food. Floats. Thanksgiving is around the corner, and New York City is home to one of the nation's biggest holiday celebrations: the Macy's Thanksgiving Day Parade. On the latest episode of "Prep Talk," officials from Macy's and NYC Emergency Management provide exclusive, behind-the-scenes insight into the organization of this special event. Tune in for information about new floats, the best spots to view the parade, and the big performers that headline this year's event. Special guests Christopher Bannon, senior director of event operations for Macy's Branded Entertainment, and Frank McCarton, deputy commissioner at NYC Emergency Management, discuss why comprehensive planning and coordination, including robust security measures, are paramount to a successful parade.

"Security and safety are always a top priority for us at the Macy's Thanksgiving Day Parade. The plans are constantly monitored, tweaked, redefined, leading up to and even during game day," **Bannon** said. "It's something that we are in lockstep with all City agencies on, and it's something that we take very seriously."

"There is that communication [and] coordination, leading across all bounds. We are monitoring everything that goes on that day on the parade route, working with Macy's, our partners and also the NYPD," **McCarton** said.

NYC Emergency Management is also making it easier for New Yorkers and visitors to "get notified" about the 2019 Macy's Thanksgiving Day Parade and Balloon Inflation event. Notify NYC, the City's official emergency communications program, has launched 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 to 692692 (NYCNYC) to receive alerts and updates on weather, road closures, traffic delays and more. Message and data rates may apply.

You can listen to the latest [episode](#) on [SoundCloud](#), [iTunes](#), and [Spreaker](#).

**About Macy's Thanksgiving Day Parade**

More than 3.5 million spectators are expected to attend the 93rd annual Macy's Thanksgiving Day Parade, which kicks off at 9 a.m. on Thursday, November 28, stretching 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 [Macys.com](http://Macys.com).

### Profiles

**Frank McCarton** is NYC Emergency Management's deputy commissioner of operations. He is responsible for overseeing the agency's field responders and Watch Command, the 24/7 operations center that monitors incidents across the city. During his career with NYC Emergency Management, McCarton has coordinated the agency's field response to numerous major incidents including building explosions, aviation accidents, and Hurricane Sandy. Among the first responders 9/11, he organized the City's Crisis Communications program and served as the City's primary spokesperson. Deputy Commissioner McCarton brings close to three decades of achievement in the fields of operations, emergency management and crisis communications to NYC Emergency Management. He is a graduate of Harvard University's Kennedy School of Government National Preparedness Leadership Initiative Program.

**Christopher Bannon** is the senior director of event operations for Macy's Branded Entertainment. In this role, Chris oversees the team responsible for the planning, training, logistics, event operations and local and federal government collaborations for Macy's iconic events including Macy's Thanksgiving Day Parade, Macy's 4th of July Fireworks, as well as holiday events across the nation. A native New Yorker, Chris has an extensive entertainment and operations background covering television production, and entertainment event planning and execution including the annual Vanity Fair Oscar and Cannes Film Festival parties, among other notable events.

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The advertisement features a stylized city skyline in the background. On the left, the text 'GET FREE ALERTS' is written in large, bold, red letters. Below it, 'Text THANKSGIVING TO 692692' is written in smaller red text. On the right, a smartphone is shown with a notification banner that reads 'Notify NYC SPECIAL EVENT' and 'MACY'S THANKSGIVING DAY PARADE'. The notification includes a red star icon and several red speech bubble icons. At the bottom of the smartphone screen, it says 'Follow @NotifyNYC on Twitter'. In the bottom left corner of the overall graphic, the NYC Emergency Management logo is displayed.



**NYC EMERGENCY MANAGEMENT DEPARTMENT**

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