



PEANUTS WORLDWIDE REVEALS NEW GIANT CHARACTER BALLOON FOR MACY'S THANKSGIVING DAY PARADE® 2023: BEAGLE SCOUT SNOOPY!

The Balloon Celebrates the 50th Anniversary of the First Appearance of the Beagle Scouts in Charles Schulz' Comic Strip, and the Debut of 'Camp Snoopy' on Apple TV+ in 2024

Peanuts Worldwide took Snoopy to new heights at San Diego Comic-Con, when they revealed the persona that the world's most popular beagle will display during the Macy's Thanksgiving Day Parade® this year. This November, a new 50-foot-high Snoopy giant character balloon will soar over the crowds in New York City as Beagle Scout Snoopy—celebrating the 50th anniversary of the first appearance of the Beagle Scouts (including Woodstock and his bird friends) in Charles Schulz' beloved comic strip.

While everyone else at Comic-Con was sweltering in the July heat, Snoopy (also known as Joe Cool) was leading the charge toward Thanksgiving in his famous Beagle Scout uniform. The new balloon, as seen in a 27.5-inch 3D model, was officially unveiled during a packed Comic-Con panel discussion on Saturday, July 22.

Beagle Scout Snoopy will also be rounding up the troops in a new original animated series, 'Camp Snoopy', debuting on Apple TV+ in 2024. This will be the third original Snoopy series to debut on Apple TV+, following *Snoopy In Space* and *The Snoopy Show*.

"As he always does, Snoopy generated a giant outpouring of enthusiasm among the Comic-Con audience," said Melissa Menta, senior vice president, marketing and communications for Peanuts Worldwide. "The response to the Beagle Scout balloon was overwhelmingly positive, and everyone is excited to see him flying above Manhattan on Thanksgiving!"

Designed by the artists of Macy's Studios in collaboration with the Peanuts team, Beagle Scout Snoopy will draw everyone's atten-*shun!* with his red neckerchief, green backpack, and green Scout hat—where his lieutenant Woodstock lounges comfortably on the brim! Snoopy and Woodstock will be the perfect duo to welcome the 3.5 million spectators and more than 50 million viewers "camping out" on the sidewalks of New York City or on the living room sofa as they view the Parade in person or on television.

Snoopy made his debut in the 1968 Macy's Parade and has been a crowd favorite ever since. Over the years Snoopy has taken on a variety of roles from an Astronaut (1969-1977) to an Ice Skater (1986-1987). From 1988 to 1994 he appeared as Ice Skater Snoopy along with his pal Woodstock. From 1999 to 2001 he partied down Manhattan as Millennium Snoopy. Snoopy's

most frequently sighted persona has been the Flying Ace (1968, 1978-1985, 2006-2011), hunting down the dreaded Red Baron. Snoopy, with pal Woodstock perched on his head, took a few leisurely holiday flights down the 2.5-mile Parade route from 2013-2015. In 2019, Astronaut Snoopy returned to celebrate the 50th Anniversary of the moon landing and future missions to the moon and beyond.

“Snoopy became a beloved fixture in the Macy’s Thanksgiving Day Parade’s famed balloon lineup 55 years ago and has been our longest-running character balloon ever since,” said Will Coss, Executive Producer, Macy’s Thanksgiving Day Parade. “Millions of spectators have always loved seeing Snoopy appear in his many different personas, and we know they’ll be thrilled to see him as Beagle Scout Snoopy for the first time.”

The 97th Annual Macy’s Thanksgiving Day Parade airs nationwide on NBC and streams on Peacock®, on Thursday, November 23, 2023 from 9:00 AM – 12:00 PM, in all time zones.

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About Peanuts

The characters of Peanuts and related intellectual property are owned by Peanuts Worldwide, which is 41% owned by WildBrain Ltd. (TSX:WILD), 39% owned by Sony Music Entertainment (Japan) Inc., and 20% owned by the family of Charles M. Schulz, who first introduced the world to Peanuts in 1950, when the comic strip debuted in seven newspapers. Since then, Charlie Brown, Snoopy and the rest of the Peanuts gang have made an indelible mark on popular culture. In addition to enjoying beloved Peanuts shows and specials on Apple TV+, fans of all ages celebrate the Peanuts brand worldwide through thousands of consumer products, as well as amusement park attractions, cultural events, social media, and comic strips available in all formats, from traditional to digital.

About Macy’s Thanksgiving Day Parade

The Macy’s Thanksgiving Day Parade is a national icon that has grown into a world-famous holiday event. For more than 95 years, the Macy’s Thanksgiving Day Parade has marked the official start of the holiday season. Growing in size and scale, the Parade features Macy’s signature giant character balloons, fabulous floats, incredible marching bands, celebrities, clowns, dance and performance groups, and the one and only Santa Claus, spreading holiday cheer. For more information on the Macy’s Parade, please visit www.macys.com/parade.

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