



NEWS RELEASE

T-Pain Living the "Good Life" on the Jennie-O Macy's Thanksgiving Day Parade® Float

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WILLMAR, Minn., Nov. 12, 2024 /PRNewswire/ -- The makers of the Jennie-O® turkey brand — a category leader and one of the top turkey brands in the United States — will once again display its dazzling float in the 98th Macy's Thanksgiving Day Parade®. The Thanksgiving tradition will feature the Jennie-O Big Turkey Spectacular float, which will entertain Parade attendees and millions of viewers nationwide on the morning of Thursday, Nov. 28 for the fifth consecutive year.

T-Pain, the GRAMMY award-winning artist, producer, songwriter, entrepreneur and global cultural icon, is set to perform a mash up of his iconic #1 hits on the Jennie-O float.

"I can't wait to make my debut in the Macy's Thanksgiving Day Parade on the Jennie-O float," said T-Pain. "I've got some surprises up my sleeve to help make it a happy turkey day and celebrate the start of the holiday season!"

Standing at 36 feet long, 25 feet wide and 24 feet tall, The Big Turkey Spectacular by Jennie-O was unveiled in 2020 with glitz and glamour. The float, glittering in the signature gold and green hues of the iconic brand, boasts more than 200 pounds of sparkles.

The turkey's tail feathers span 25 feet in width and are two stories tall. They were constructed with enough steel tubing to span a regulation football field from end zone to end zone — and the feathers even function to release confetti during the parade.

To top off the splendor, the turkey is equipped with an advanced motion-activated top hat that reveals a surprise —

baby turkey figures (referred to as poults) peek out and greet the viewers.

"We are honored to be a part of the iconic Macy's Thanksgiving Day Parade for the fifth year in a row," said Kim Anderson, senior brand manager of the JENNIE-O® brand. "This is an exciting time of year for our brand, and partnering with legendary artist T-Pain will take our famous float to the next level. You won't want to miss The Big Turkey Spectacular this year!"

The 98th Macy's Thanksgiving Day Parade will air Thursday, Nov. 28 in the U.S. on NBC and stream on Peacock. Check local listings for details. For more information, visit [macys.com/parade](https://www.macys.com/parade). To follow and participate in the excitement, check out @macys on various social platforms and follow #MacysParade.

Jennie-O will also use the platform to showcase simple and delicious ideas to inspire consumers to make turkey an everyday protein choice both during the holiday season and all year long. This will include highlighting the brand's high-quality products, cooking solutions, recipes and resources for consumers everywhere to make any meal fun, flavorful and easy.

Throughout November, Jennie-O consumer engagement experts will be on hand to help alleviate stress around holiday meal planning at the company's 1-800-TURKEYS hotline, through live chat on the Jennie-O website, and by texting "Jennieo" to 73876. From advice on how to prep and cook a turkey to recipes for side dishes and how to use leftovers, consumers can reach out for real-time support through Dec.1 via the method that is most convenient for them. Also, in the days leading up to the Thanksgiving holiday, Jennie-O specialists are available around-the-clock.

About the JENNIE-O® Brand

For over 80 years, the JENNIE-O® turkey brand has been helping consumers live well by eating well. As the category leader, JENNIE-O® turkey is the trusted brand for quality turkey and a source of expertise. The company provides a full portfolio of delicious, nutritious turkey proteins and inspiration for everyday meals or special occasions. Known for our bright green awning evoking the nostalgia of a local farmer stand, our round logo with a touch of yellow and our distinct name from our founders' daughter, Jennifer, the JENNIE-O® turkey brand has the right amount of small-town friendliness paired with leading company expertise and quality. For more information, visit [jennieo.com](https://www.jennieo.com).

About Hormel Foods — Inspired People. Inspired Food.™

Hormel Foods Corporation (NYSE: HRL), based in Austin, Minnesota, is a global branded food company with over \$12 billion in annual revenue across more than 80 countries worldwide. Its brands include PLANTERS®, SKIPPY®, SPAM®, HORMEL® NATURAL CHOICE®, APPLGATE®, JUSTIN'S®, WHOLLY®, HORMEL® BLACK LABEL®, COLUMBUS®, JENNIE-O® and more than 30 other beloved brands. The company is a member of the S&P 500 Index and the S&P 500 Dividend Aristocrats, was named one of the best companies to work for by U.S. News & World Report, one of America's most responsible companies by Newsweek, recognized by TIME magazine as one of the World's Best

Companies, received a perfect score of 100 on the 2023–24 Corporate Equality Index and has received numerous other awards and accolades for its corporate responsibility and community service efforts. The company lives by its purpose statement — Inspired People. Inspired Food.™ — to bring some of the world's most trusted and iconic brands to tables across the globe. For more information, visit [hormelfoods.com](https://www.hormelfoods.com).

Contact:

Media Relations
Hormel Foods
media@hormel.com

T-Pain
Linda Carbone and Katie Leggett
linda@presshereproductions.com
katie@pressherepublicity.com

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