Girl Scouts of Central & Southern NJ to Commemorate Girl Scouts “Building a Better World” With Its First Float in the 90th Anniversary Macy’s Thanksgiving Day Parade®

Girl Scouts of Central & Southern NJ (GSCSNJ) joins in celebrating the season of giving and the positive impact Girl Scouts have on our community.

Cherry Hill, NJ—Today, GSCSNJ announces that the first Girl Scout-themed float —and the first by Girl Scouts of the USA— will be joining the 90th Anniversary Macy’s Thanksgiving Day Parade® on Thursday, November 24, 2016. On the float, girls will climb and belay on giant 3-D puzzle pieces of a globe, connecting the pieces by maneuvering mechanics and literally “building a better world.” This theme, prevalent throughout the float, reflects what Girl Scouts past and present have done and continue to do as they take action to address issues in their local communities and around the globe. In addition, the contemporary float design nods to the organization’s century of traditions, but highlights what today’s Girl Scouts embrace—discovering new things, participating in outdoor adventures, exploring science, technology, engineering, and math, creating positive change in the world, and taking the lead.

“What better way to champion the amazing things our Girl Scouts do every day than to give their accomplishments national visibility with a float in the Macy’s Thanksgiving Day Parade,” said Andrea Bastiani Archibald, Ph. D., Chief Girl Expert at Girl Scouts of the USA. “Girl Scouts across the nation positively impact our world by identifying problems in their communities and developing innovative solutions to address them. Our intention is that, with our appearance in the parade, all girls will be inspired to realize their potential, encouraged to embrace challenges, and motivated to make a positive change in the world—and join us to do so!”

On Thanksgiving Day, an audience of over 50 million will see a float that unmistakably conveys “Girl Scouts,” including two dozen Girl Scout badges representing everything from STEM and the outdoors to financial literacy and entrepreneurship, as well as a Gold Award symbol that celebrates this year’s centennial of Girl Scouts’ highest award. The Girl Scout-themed float, highlighting girls as an important resource capable of making great change to benefit our nation and beyond, showcases the organization’s focus on empowering girls to take the lead and explore fun, new things.

“We are thrilled to welcome Girl Scouts to the Macy’s parade family,” said Amy Kule, executive producer of Macy’s Thanksgiving Day Parade. “For the past 90 years, the Macy’s parade has provided unparalleled entertainment for millions of people, spanning generations. We know the new Girl Scout float will showcase the fine work Girl Scouts do as they give back to their communities and explore science,
technology, engineering, and math. We are eager to see this new float make its inaugural trip down the streets of Manhattan this November.”

The 90th Anniversary Macy’s Thanksgiving Day Parade airs nationwide on NBC-TV, Thursday, November 24, 2016, from 9:00 a.m. to noon, in all time zones. For more information on Macy’s Thanksgiving Day Parade, please visit macys.com/parade.

If you’re interested in learning more about Girl Scouts—joining, volunteering, or donating—visit www.girlscouts.org/join.

About Girl Scouts of Central & Southern NJ, Inc.

GSCSNJ is the premier organization serving 19,000 girls in over nine counties. GSCSNJ shapes leaders for tomorrow by empowering girls to take on bold challenges, discover their own passions and strengths, act with character, and engage fully in fun, relevant experiences that encourage friendships and build life-long skills. For more information on how to join, volunteer, reconnect or donate to GSCSNJ, call (800) 582-7692 or visit http://www.gscsnj.org/. You can also connect with GSCSNJ on Facebook.com/GSCSNJ or Twitter @GSCSNJ.

About Macy’s Thanksgiving Day Parade:

With more than 50 million viewers across the country and more than 3.5 million spectators who line up along the streets of New York City each year, Macy’s Thanksgiving Day Parade is a national icon that has grown into a world-famous holiday event. For 90 years, Macy’s Thanksgiving Day Parade has marked the official start of the holiday season. Growing in size and scale, the parade proudly marches down a longer than two-mile route in New York City with more than 8,000 participants in tow, including Macy’s employees, their families, celebrities, athletes, clowns, and dance groups spreading holiday cheer. The parade also features America’s best marching bands, fabulous floats, and Macy’s signature giant helium character balloons. For more information on Macy’s parade, please visit http://www.macy.com/parade or call the parade hotline at (212) 494-4495.

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