

MACY'S

FOURTH OF JULY

FIREWORKS

IT BEGINS WITH A SPARK

CURATED BY

★★USHER★★

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AN EPIC NEW YORK FINALE

The world-famous Empire State Building joins the
37th Annual Macy's 4th of July Fireworks® with special light show choreographed to the
finale of the nation's largest Independence Day display

New York, NY - June 13, 2013 - New Yorkers are used to over-the-top, giant spectacles, but this 4th of July two New York greats will partner for a finale like no other, as the Empire State Building joins the 37th Annual Macy's 4th of July Fireworks®. This year, the renowned skyscraper will join the Independence Day festivities and choreograph its new one-of-a-kind LED tower lights to mirror the explosive finale of the nation's largest pyrotechnic display.

"We are extraordinarily proud to partner with an iconic New York institution like the Empire State Building for our annual Independence Day spectacular," said Amy Kule, executive producer of Macy's 4th of July Fireworks. "The finale of Macy's Fireworks is always a defining moment that perfectly caps off an incredible and always awe-inspiring 25-minute show, and a full day of celebration. Adding the Empire State Building to the already dynamic show will further ignite the New York City skyline and will be the patriotic pinnacle of a nationwide celebration of freedom."

"We are delighted to join with Macy's in giving a gift to the city of New York, the people of America, and viewers around the world. Partnering the World's Most Famous Building with the world's most famous fireworks spectacular can only happen in New York City," said Anthony E. Malkin of the Empire State Building. "As the iconic feature of the New York City skyline, we are honored to have this opportunity to add our unmatchable LED lights to the celebration."

This year, Macy's 4th of July Fireworks feature music and design elements curated and inspired by eight-time Grammy® Award winning superstar Usher. The finale of the show entitled, "It Begins with a Spark," will consist of a one-of-a-kind musical mash-up. Usher commented, "I'm really excited that the Empire State Building will add its bright lights to the incredible show we've got planned for the nation. It's going to be an epic moment when Frank Sinatra's classic *New York, New York* and the Jay-Z and Alicia Keys anthem *Empire State of Mind* close out the show."

The light show, created by world-famous lighting design artist Marc Brickman will be designed and choreographed not only to the music, but will also mirror the effects exploding high over the Hudson River, during Macy's famed "rumble to remember" finale moment.

ESB's new LED tower lights debuted in November of 2012 when it joined with Z-100 and three other Clear Channel Communications radio stations to treat New York City to a light show choreographed to two songs by Alicia Keys. ESB's lights, allow customized light capabilities from a palette of over 16 million colors in limitless combinations along with effects previously not possible such as ripples, cross-fades, sparkles, chasers, sweeps, strobes and bursts.

Macy's 4th of July Fireworks will feature more than 40,000 effects exploding in a 25-minute synchronized pyrotechnic marvel. Fired from four barges positioned approximately between 24th and 40th Streets on the Hudson River, the display commences at approximately 9:25 PM. Choreographed to a rousing score featuring pop, country and Americana favorites, spectators lined along the public viewing areas are encouraged to tune in to radio stations 1010 WINS-AM or Z-100 FM to hear the score to which the show is designed. Independence Day revelers nationwide can catch the action during NBC-TV's two-hour entertainment special, "Macy's 4th of July Fireworks Spectacular" hosted by Nick Cannon and featuring performances by Mariah Carey, Tim McGraw, and other stars beginning at 8pm ET/PT, 7pm CT/MT.

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About Macy's 4th of July Fireworks

Macy's 4th of July Fireworks are the nation's largest 4th of July pyrotechnic display. Produced by Macy's and designed in conjunction with SOUSA Fireworks of Rialto, CA, Macy's Fireworks are a digitally-synchronized display of firepower that is choreographed to a rousing popular music and patriotic score. Annually fired from various locations across New York City, Macy's Fireworks features shells from all over the world. Seen by more than 3 million spectators and millions of viewers nationwide, Macy's 4th of July Fireworks have become the nation's premiere 4th of July celebration event. For more information on Macy's Fireworks please visit, www.macys.com/Fireworks and interact with the show using #MacysFireworks or #AmericanIcons.

For Macy's media materials, please visit our online pressroom at www.macys.com/pressroom.

About the Empire State Building

Soaring 1,454 feet above Midtown Manhattan (from base to antenna), the Empire State Building is the "World's Most Famous Office Building." With new investments in energy efficiency, infrastructure, public areas and amenities, the Empire State Building has attracted first-rate tenants in a diverse array of industries from around the world. The skyscraper's robust broadcasting technology supports all major television and FM radio stations in the New York metropolitan market. The Empire State Building was named America's favorite building in a poll conducted by the American Institute of Architects. The Empire State Building Observatory is one of the world's most beloved attractions and is the region's #1 tourist destination. For more information on the Empire State Building, please visit www.esbnyc.com, <http://www.facebook.com/empirestatebuilding>, or @EmpireStateBldg.