



DRAGON BALL HERO GOKU TAKES FLIGHT IN ICONIC SAIYAN FORM AT 98TH MACY'S THANKSGIVING DAY PARADE®

Toei Animation Celebrates the 40th Anniversary of Dragon Ball Created by Akira Toriyama with a Brand New Goku Character Balloon Debuting at the Macy's Thanksgiving Day Parade

LOS ANGELES & NEW YORK– October 8, 2024 – On Thanksgiving Day, Goku, one of anime's most recognizable characters, returns to Big Apple, but in a brand new form. Earth's mightiest warrior from the global hit anime franchise Dragon Ball will fly in his iconic Saiyan form in the 98th Macy's Thanksgiving Day Parade®. In a new pose sporting jet black hair and his signature orange martial arts uniform, Goku will debut as a brand-new featured character balloon on November 28, 2024 in the iconic holiday tradition. Goku will greet millions of excited Parade spectators with an expressive smile and salute—marking the 40th anniversary of Dragon Ball.

Measuring a stunning 70.5-foot long, 33-foot wide and 41.5-foot tall, the new Goku will be easy to spot during his inaugural flight from Central Park West to Herald Square, home to Macy's famed flagship store. He'll be led along the way by skilled balloon handlers to the thunderous applause and excited roars of the millions of live spectators and viewers across the country.

"We're thrilled to celebrate the 40th anniversary of Dragon Ball with the debut of a brand-new Goku giant character balloon at this year's Macy's Thanksgiving Day Parade," said Masayuki Endo, President and CEO of Toei Animation Inc. "During those 40 years, the Dragon Ball franchise has grown to achieve worldwide success—earning mainstream pop culture status and garnering a multi-generational fan base. We're excited to present Dragon Ball and this iconic version of Goku to those watching this year's Macy's Thanksgiving Day Parade—to both the tens of millions of people new to anime and the tens of millions of Dragon Ball fans alike!"

"Bringing together some of the world's most cherished and legendary characters, the Macy's Thanksgiving Day Parade is the pinnacle of entertainment, and we couldn't be more thrilled to unveil an all-new Goku balloon this year," said Jordan Dabby, producer of the Macy's Thanksgiving Day Parade. "Since 2018, Goku has been a highlight Thanksgiving morning, enchanting millions of fans both in person and across the nation. This year, we're honored to collaborate once again to bring his iconic design and signature salute to life in an even more spectacular way."

Akira Toriyama's original "Dragon Ball" manga series launched in 1984 in Shueisha's "Weekly Shonen Jump" and gave birth to the global Dragon Ball phenomenon. Produced and adapted by Toei Animation, the Dragon Ball anime franchise has achieved worldwide success—taking its place in mainstream pop culture and boasting a multi-generational fan base. With the addition of the new original anime "Dragon Ball DAIMA," the franchise now spans six episodic series, including "Dragon Ball," "Dragon Ball Z," "Dragon Ball GT," "Dragon Ball Z Kai," and "Dragon Ball Super," and 21 feature films as well as numerous mobile and video games, trading card game and an ever-expanding catalog of licensed merchandise and location-based entertainment.

Fans are invited to join in the excitement of the Macy's Thanksgiving Day Parade—from now through Parade Day. For all the latest news and information, follow Toei Animation on [Instagram](#), [Facebook](#), [X](#), [TikTok](#), [Threads](#) and [YouTube](#) along with the hashtag #ThanksGoku.

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. To follow and participate in the excitement, check out @macys on various social platforms and follow #MacysParade.

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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. Since 1924, 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.

About Toei Animation Inc.

Based in Los Angeles, Toei Animation Inc. manages the distribution of Toei Animation's top properties, including franchise series Dragon Ball, Sailor Moon, One Piece, Digimon, Saint Seiya and many others, to North America, Latin America, South Africa, Australia and New Zealand. Toei Animation's Los Angeles office also oversees all categories of consumer product licensing based on its film and television brands within these territories. For more information, please visit toei-animation-usa.com.

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Media assets including hi-res balloon rendering are available for download via Hightail [here](#).