



Things Will Get a Little Crazy at the 90th Anniversary Macy's Thanksgiving Day Parade® (Krazy Glue)

October 20, 2016

Krazy Glue® will debut its first-ever float in the world famous holiday spectacle

NEW YORK & ATLANTA--(BUSINESS WIRE)--Upside down cars, teetering towers of chairs, furniture glued to the ceiling and other extraordinary demonstrations of the Krazy Glue brand's strong adhesive ability will come to life aboard the new Krazy Glue float in the 2016 Macy's Thanksgiving Day Parade®. Krazy Glue is partnering with Macy's (NYSE:M) to send the "Fun House" float down the streets of New York City as millions marvel at the outrageous display of craziness.

Krazy Glue debuts Fun House, the newest float in the 90th Anniversary Macy's Thanksgiving Day Parade. "Krazy Glue is an instant solution and the only super glue that allows consumers to create 'krazy' things. Macy's has been a fantastic partner in bringing the brand's remarkable ability to glue things together to life with the Fun House float," said Victor Misawa, senior vice president of marketing, Writing & Creative Expression, Newell Brands. "We're thrilled to debut our fun and 'krazy' float during the landmark 90th anniversary of the Macy's Thanksgiving Day Parade."

The Fun House float will stand more than three stories tall and will be a manifestation of the unbelievable things that are possible with Krazy Glue. Inside the fun house, the main room will rock back and forth while a chandelier, piano, tables and chairs are glued to the walls and ceiling. Outside, life-sized cars attached by their roofs, piles of dishes stacked to unbelievable heights, and a tower of chairs glued together at odd angles will wow spectators. Escorting the float will be a party of carnival performers, including a strong man lifting a colossal weight over his head, acrobats demonstrating impossible gymnastic feats, and street artists balancing enormously tall stacks of plates and hats.

"For 90 years, the Macy's Parade has entertained millions with spectacles of grandeur. The Krazy Glue float offers an extension of that theme in a fun, offbeat and unexpected way," said Amy Kule, executive producer of the Macy's Thanksgiving Day Parade. "The Krazy Glue team has been a great partner in designing this wacky float, and we're thrilled to bring a little bit of 'krazy' to the Parade in 2016."

The 90th Anniversary Macy's Thanksgiving Day Parade airs nationwide on NBC-TV, from 9 a.m. to noon in all time zones on Thursday, Nov. 24, 2016.

About the Macy's Thanksgiving Day Parade:

With more than 50 million viewers across the country and more than 3.5 million spectators that line up along the streets of New York City each year, the Macy's Thanksgiving Day Parade is a national icon that has grown into a world-famous holiday event. For 90 years, the 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 more than 2-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 the Macy's Parade, please visit www.macys.com/parade or call the Parade hotline at (212) 494-4495.

About Krazy Glue:

Krazy Glue® is a super-strong, fast-drying adhesive solution that can hold up to 2,000 lbs. per square inch. Krazy Glue is an instant, strong solution for all needs around the house. With a wide assortment of instant adhesives for multiple applications and an all-purpose formula that bonds to a wide variety of surfaces, including ceramic, plastic, wood, porcelain, metal, leather, rubber, vinyl, and more, only Krazy Glue allows consumers to do anything crazy! Krazy Glue (www.krazyglue.com) is part of Newell Brand's global portfolio of brands.

About Newell Brands

Newell Brands (NYSE: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Paper Mate®, Sharpie®, Dymo®, EXPO®, Parker®, Elmer's®, Coleman®, Jostens®, Marmot®, Rawlings®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Rubbermaid Commercial Products®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, Waddington and Yankee Candle®. For hundreds of millions of consumers, Newell Brands makes life better every day, where they live, learn, work and play. This press release and additional information about Newell Brands are available on the company's website, www.newellbrands.com.

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