

What Time And Channel Is Thanksgiving Day Parade 2014? When And Where To Watch Live Stream Online And Make A Date With Snoopy And Hello Kitty Balloons (VIDEO)

By Melissa Siegel November 27, 2014 12:13 AM

The 2014 Macy's Thanksgiving Day Parade takes place this Thursday in New York City. So which celebrities will join the lineup at this year's festivities?

This year's Macy's Thanksgiving Day Parade will feature a whopping six new balloons joining the route. These include updates on old favorites Pikachu and the Pillsbury Doughboy, along with brand new characters like Paddington Bear and Thomas the Tank Engine.

There will also be five new floats at the 2014 Macy's Thanksgiving Day Parade, including those sponsored by Cracker Jack and Pirate Booty. And, of course, there will be the usual favorites like Sesame Street, Tom Turkey, and Santa's Sleigh.

Watch a preview of the 2014 Macy's Thanksgiving Day Parade floats.

These floats will feature appearances by some of the biggest stars in Hollywood. There will surely be something for everyone at the Macy's Thanksgiving Day Parade, with performances by pop star Meghan Trainor, country singer Cole Swindell, viral a cappella group Pentatonix, and legendary rock band KISS.

You can watch the 2014 Macy's Thanksgiving Day Parade on either NBC starting at 9 a.m. in all time zones. As usual, Matt Lauer, Al Roker and Savannah Guthrie will host the event on television. The NBC broadcast will feature live performances from the musicals *A Gentleman's Guide To Love and Murder*, *The Last Ship*, *On The Town*, *Side Show* and *Finding Neverland*

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CBS will also broadcast the 2014 Macy's Thanksgiving Day Parade at 9 a.m. Kevin Frazier and Thea Andrews will helm the network's coverage, which will also feature performances by the Broadway casts of *Matilda* and *Pippin*.

Watch Frazier and Andrews preview the 2014 Macy's Thanksgiving Day Parade.

"When the floats and balloons come by, it's something that's so spectacular," Frazier said before the 2014 Macy's Thanksgiving Day Parade. "And I bring my boys every year. They're 4 and 7. And to turn in and look at them and see their faces, then it just takes me back to when I'm 3."

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Radio station 1010 Wins will also provide full audio coverage of the festivities. And if you cannot get to a television, you can still catch a live stream of the 2014 Macy's Thanksgiving Day Parade online here via [EarthCam](#).

What are you looking forward to most at the 2014 Macy's Thanksgiving Day Parade? Let us know your take in our comments section below!

