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## **Case New Holland Soars into 2<sup>nd</sup> Year as Inflatable Program Sponsor for the 75<sup>th</sup> McDonald's® Thanksgiving Parade**

*Illinois-based Agricultural and Construction Equipment Manufacturer to Present 12 Balloons*

**CHICAGO** – Rising to the occasion, the Chicago Festival Association is proud to announce that CNH (Case New Holland) will be sponsoring the Inflatables Program for the 75th McDonald's Thanksgiving Parade for its second consecutive year. The Burr Ridge, Ill. – based company will be presenting 12 balloons at the annual event taking place on State Street, Thanksgiving Day, Thursday, November 27 from 8 a.m. to 11 a.m. CST.

New giant inflatables this year include: Animal; Arthur; Bob the Builder; Cow Jumped Over the Moon; Curious George; Garfield; Grover; and Paddington Bear. Also, returning to the parade are crowd favorites: Cookie Monster; Elmo; Popeye; and Tom Turkey.

CNH is a leading global manufacturer of agricultural and construction equipment. CNH brands represented in the parade will include Case IH Agriculture, New Holland Agriculture, Case Construction Equipment, New Holland Construction and Kobelco Construction.

"CNH again welcomes the chance to be part of such a storied Chicago tradition, and to celebrate the 75<sup>th</sup> anniversary of this great parade," said Gualberto Ranieri, Vice President of Global Communications for CNH. "Each of our major brands will be represented at the event as they help keep the parade's popular character balloons flying high."

Also look for a new addition to the parade rolling down State Street - a "Stars & Stripes" limited edition tractor, a specially painted and badged Case IH Magnum 180.

Starting as the *Christmas Caravan* in 1934, the parade was created to help lift the spirits of residents suffering through the Great Depression. Economic conditions forced the floats to be pulled along with trolley carts. Through the years, the parade has seen a few changes, but has always remained a staple in Downtown Chicago.

WGN-TV9 and WGN-DT 9.1 will air the parade live and in high definition from 8 to 11 a.m. CST on Thursday, Nov. 27. WGN America will also broadcast the parade nationally, establishing it as one of only three parades in the country to be covered live, in its entirety, on a national television broadcast.

For more information about the McDonald's Thanksgiving Parade, contact the Chicago Festival Association at (312) 235-2217 or log on to [www.chicagofestivals.org](http://www.chicagofestivals.org).

For more information about Case New Holland, visit [www.cnh.com](http://www.cnh.com). CNH is a majority-owned subsidiary of Fiat S.p.A.

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