



**THE MANDALORIAN's™ GROGU™  
TO MAKE DEBUT AS FUNKO POP!-INSPIRED BALLOON AT  
2021 MACY'S THANKSGIVING DAY PARADE®**



***Giant Character Balloon Based on Pop!, a Globally Recognized Aesthetic***

***Funko Exclusive Product Assortment Available on Funko.com***

**(EVERETT, Wash and NEW YORK, NY) (September 9, 2021)** -- [Funko](https://www.funko.com), Inc. ("Funko," or the "Company") (Nasdaq: FNKO), a leading pop culture consumer products company, together with Macy's, Inc. (NYSE:M) and in collaboration with Lucasfilm, announced today that a Funko Pop! - inspired balloon featuring the character Grogu (known in pop culture as Baby Yoda), from the beloved *Star Wars*™ series *The Mandalorian*™ streaming on Disney+, will fly at this year's Macy's Thanksgiving Day Parade®.

Taking flight in the annual spectacle on Thursday, November 25, 2021, the Grogu-inspired balloon emulates the Funko Pop! version of the character. A limited-edition Macy's Parade balloon-inspired product line will be available for sale only on [Funko.com](https://www.funko.com). Additionally, Macy's will have select items from Funko available for purchase at Macy's Herald Square this fall.

"The giant balloons in the Macy's Thanksgiving Day Parade have always reflected the very best of pop culture and there is no better example of that than Grogu who has become an instant

global sensation,” said Will Coss, Executive Producer, Macy’s Thanksgiving Day Parade. “We are thrilled to collaborate with Funko and Lucasfilm on this Funko Pop! version of the beloved character that is sure to delight legions of *Star Wars* galaxy fans.”

Taking shape in larger-than-life form, the Grogu-inspired balloon will measure 41-feet high, 29-feet long and 37-feet wide, as it flies down the streets of Manhattan in the Macy’s Thanksgiving Day Parade, adding pop culture magic for Funko and *Star Wars* fans and delighting millions of spectators in person and on television. On Thanksgiving Day, the newest addition will join a line-up filled with Macy’s signature mix of giant character helium balloons, fantastic floats, marching bands, performance groups, celebrities, clowns and the one-and-only Santa Claus.

“Funko is ecstatic to bring the Funko Pop! version of the character as a Grogu-themed balloon to the Macy’s Thanksgiving Day Parade,” said Brian Mariotti, Chief Executive Officer at Funko. “Connecting one of pop culture’s most recognizable characters from one of the biggest entertainment brands in the world with one of our nation’s most beloved holiday traditions is truly a moment in pop culture history that will be remembered by Funko fans and millions of other viewers.”

Funko also collaborated with Lucasfilm to develop an all-encompassing line of consumer products including:

- Funko Pop! bobbleheads
- Funko Deluxe Pop! Bobbleheads
- Funko Pop! Keychain
- Funko Hooded Sweatshirt (Kids & Adults)
- Funko T-Shirt (Kids & Adults)

“Grogu has become a global phenomenon, captivating fans of all ages with his charm, humor and loyalty, as seen in *The Mandalorian* on Disney+,” said Paul Southern, Senior Vice President, Franchise & Licensing, Lucasfilm and National Geographic, Disney Consumer Products, Games and Publishing. “This fall, fans will be able to see Grogu reimagined in a size befitting his impact in the *Star Wars* galaxy and pop culture, as well as enjoy a new sampling of Grogu-inspired products in celebration of this momentous occasion.”

The Emmy Award-winning series *The Mandalorian* made its seismic world debut on Disney+ in November of 2019, and continued in Season 2 with the Mandalorian and the Child making their way through a dangerous galaxy in the tumultuous era after the collapse of the Galactic Empire. The series is created by showrunner Jon Favreau who also serves as executive producer along with Dave Filoni, Kathleen Kennedy, and Colin Wilson, with Karen Gilchrist and Carrie Beck as co-executive producers.

The 95<sup>th</sup> Annual Macy’s Thanksgiving Day Parade will air nationwide on NBC-TV, Thursday, November 25, 2021 from 9:00 a.m. to noon in all time zones. For more information visit [macys.com/parade](https://www.macys.com/parade). To follow and participate in the excitement, check out @macys on various social platforms and follow #MacysParade.

For more information on Funko, fans can visit <https://funko.com/>.

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### **ABOUT FUNKO**

Headquartered in Everett, Washington, Funko is a leading pop culture consumer products company. Funko designs, sources and distributes licensed pop culture products across multiple categories, including vinyl figures, board games, action toys, plush, apparel, housewares and accessories for consumers who seek tangible ways to connect with their favorite pop culture brands and characters. Learn more at <https://funko.com/>, and follow us on Twitter ([@OriginalFunko](#)) and Instagram ([@OriginalFunko](#)).

### **ABOUT MACY'S**

Macy's is America's Department Store. For more than 160 years, Macy's, the largest retail brand of Macy's, Inc., has served generations at every stage of their lives. Through a digitally led shopping experience powered by macys.com, our award-winning mobile app, and a nationwide portfolio of stores, Macy's customers come to us for fashion, value and high-quality products. We are proud of our heritage and the unique role we play in American culture and tradition. We celebrate occasions big and small, and have created decades of memorable experiences through Macy's 4th of July Fireworks® and Macy's Thanksgiving Day Parade®, as well as spectacular fashion shows, culinary events, flower shows, and celebrity appearances. With the collective support of our customers and colleagues, Macy's helps make a difference in every market we serve, supporting local and national charities through funding and volunteer service. With fashion, value and celebration as our guide, Macy's makes life shine brighter for our customers, colleagues, and communities. For more information, please visit [macysinc.com](http://macysinc.com).

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