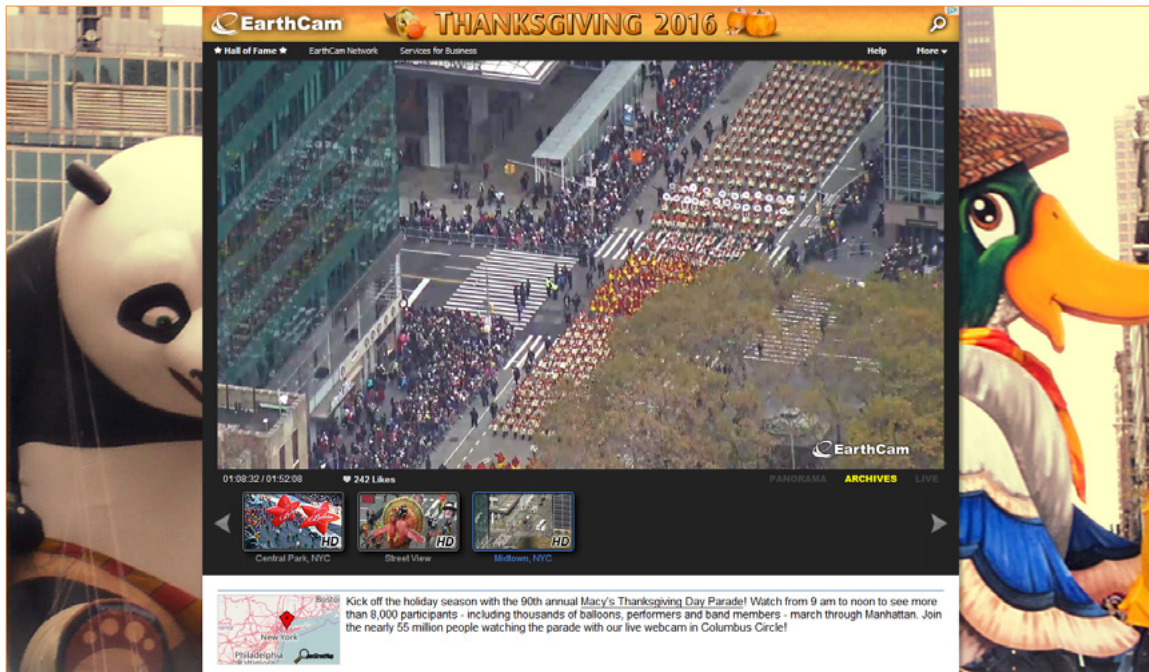


How to Watch the 2016 Annual Macy's Thanksgiving Day Parade

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The balloons! The Rockettes! So many camera shots of Al Roker!

It's time once again to celebrate our national Thanksgiving with everyone's favorite morning telecast: the Macy's Thanksgiving Day Parade live from New York City! This year's festivities will be the 90th in the venerable history of the event, which dates back to 1924.

Of course, the Parade has changed a bit since its inception; just over a quarter million New Yorkers went to that first event where Macy's employees dressed up as cowboys and clowns and marched with animals from the Central Park Zoo. It wouldn't be until 1927 that the first inflatable animals would make an appearance, with Felix the Cat leading the way.

Now, the Macy's tradition draws a live crowd of 3.5 million people to the streets to watch the parade route head south on Central Park West and down Broadway. Not to mention the 50 million people who watch the event every year on television!

The 90th Macy's Thanksgiving Parade will be held Thursday beginning at 9 a.m. EST and will conclude at 12 noon. The pre-show broadcast will begin at 8 a.m., and NBC will be the only station covering the Parade live. You can also livestream the event using the NBC live stream player here, which requires a cable log-in.

You can also watch it here, via YouTube.

Additionally, this live [EarthCam](#) camera from Columbus Circle will show the turn corner of the Parade route.