



# MEDIA KIT

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## **'THE 6ABC DUNKIN' THANKSGIVING DAY PARADE' RETURNS TO THE PARKWAY THURSDAY, NOV. 23**

**The 104<sup>th</sup> Annual Tradition and Philadelphia's No. 1 Parade Promises To Be a Star-Studded Event That Includes Appearances by Carson Kressley, John DeBella, Sam Champion and Star of Season 28 of ABC's 'The Bachelor' Joey Graziadei, With Featured Performances From 'Dancing with the Stars' Pros Alan Bersten, Britt Stewart, Jenna Johnson and Koko Iwasaki and Musical Guest The Commodores**

***'The 6abc Dunkin' Thanksgiving Day Parade' Will Air Live on 6abc and Hulu Beginning at 8:30 a.m. EST and Across 6abc's Digital and Streaming Platforms***

6abc, Philadelphia's most-watched television station and leading news source, rings in the holiday season with its 13-year title sponsor, [Dunkin'](#), for the **"The 6abc Dunkin' Thanksgiving Day Parade"** on **Thursday, Nov. 23 (8:30 a.m. EST)**. Philadelphia's hometown parade begins with a half-hour preview show followed by three hours of celebrity appearances and performances. The event will be hosted by 6abc Action News' [Rick Williams](#), [Cecily Tynan](#), [Adam Joseph](#), [Karen Rogers](#) and [Alicia Vitarelli](#).

Special guests making appearances include [Joey Graziadei](#) from the upcoming 28<sup>th</sup> season of "The Bachelor," [Carson Kressley](#) ("Queer Eye for the Straight Guy," "Dancing with the Stars" season 13), ABC7 New York weather anchor and "Good Morning America" contributing weather correspondent [Sam Champion](#), ESPN's [Kevin Negandhi](#) and radio legend [John DeBella](#).

Among the musical guests making appearances at the parade are [The Commodores](#), [The Village People](#), [Ashlee Keating](#), [Colin Stough](#), the [Sharpe Family Singers](#), [Omar Joes Cardona](#) and [Tito Puente Jr.](#) Viewers will also enjoy a special holiday dance performance from ABC's hit "Dancing with the Stars" current pros [Alan Bersten](#), [Britt Stewart](#), [Jenna Johnson](#) and [Koko Iwasaki](#), choreographed exclusively for the parade audience by Alan Bersten.

Also in attendance will be crowd favorites Mickey Mouse and Minnie Mouse, and as tradition holds, Santa Claus will close out the parade to mark the official start of the Christmas season! Click [here](#) for a full list of special appearances and parade participants.

"Our 6abc team takes great pride in kicking off the holiday season with the nation's first Thanksgiving Day parade," said Bernie Prazenica, president and general manager of 6abc. "Whether you're at home preparing the big meal or if you join us on the parkway, we appreciate all the families who share this holiday tradition with us. This is a truly magical event, and it is all

made possible by the hundreds of volunteers who come back year after year. And we also could not make this happen without the support we receive from Dunkin' and our corporate partners.”

“Dunkin' and our greater Philadelphia-area franchisees are thrilled to return to the Parkway for our 13<sup>th</sup> year to kick off the holiday season with Philadelphia's favorite Thanksgiving Day tradition,” said Jackie Keown, field marketing director for Dunkin'. “We are so grateful to join the celebration once again as the title sponsor of ‘The 6abc Dunkin' Thanksgiving Day Parade’ and look forward to seeing everyone on the Parkway for Thanksgiving morning!”

Joining title sponsor Dunkin' ([dunkindonuts.com](http://dunkindonuts.com)) as major corporate sponsors are ACME ([acmemarkets.com](http://acmemarkets.com)), RAM Trucks ([ramtrucks.com](http://ramtrucks.com)) and NRG ([picknrg.com](http://picknrg.com)).

The parade also offers spectators a chance to support the 6abc Dunkin' holiday food drive. Parade-goers are invited to bring a few canned goods to pass to the Scouts, who will be collecting donations along the parade route. This is a chance to give back and help fight hunger around the region.

This year, viewers across the country can watch the telecast in nine additional markets, including ABC11/WTVD-TV Raleigh Durham. The parade will also be available to stream live on [Hulu](https://www.hulu.com), [6abc.com](http://6abc.com), the 6abc Philadelphia News App, and [6abc's Connected Television Apps on Fire TV, Google TV, Apple TV, Roku Platforms and any place you can stream 6abc.](#)

**\*\*Syndicated Stations and Markets Parade Will Broadcast:**

<b>WATM</b> – Johnstown, Pa.	ABC23
<b>WBOC</b> – Salisbury, Md.	FOX21
<b>WDCW</b> – Washington, D.C.	CW50
<b>WJET</b> – Erie, Pa.	JET24
<b>WSWB</b> – Wilkes Barre/Scranton, Pa.	CW38
<b>WTVD</b> – Raleigh/Durham, N.C.	ABC11
<b>WWHO</b> – Columbus, Ohio	The CW Columbus
<b>WORA</b> – Puerto Rico	WORA 5 (ABC)

**Editor's Note:** Click [here](#) for a full list and parade participants.

**About 6abc/WPVI-TV Philadelphia**

For over half a century, 6abc/WPVI-TV Philadelphia has been broadcasting to viewers in the Delaware and Lehigh Valleys, an area covering southeastern Pennsylvania, northern and central Delaware and southern New Jersey. As the No. 1 station in Philadelphia for almost 45 years, 6abc Action News delivers local news, information, traffic and weather to more than 3 million homes. Action News captures nearly half of all Adult 25-54 news viewers on an average day\*. In the past year, Action News has won 2,467 out of 2,499 newscasts in Households for a winning percentage of 98.7%.†

\*Based on June 2023 Nielsen survey.

†Based on July 2022-June 2023 Nielsen data.

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