



MEDIA KIT

Nov. 13, 2024

'THE 6ABC DUNKIN' THANKSGIVING DAY PARADE' RETURNS TO THE PARKWAY THURSDAY, NOV. 28

The 105th Annual Tradition and Philadelphia's No. 1 Parade Promises To Be a Star-Studded Event With Special Appearances by Lisa Ann Walter, Sam Champion, Carson Kressley and Musical Performances From The Sugarhill Gang, Kathy Sledge, and Matteo Bocelli

**'The 6abc Dunkin' Thanksgiving Day Parade' Airs 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, brings in the holiday season with its 14-year title sponsor, [Dunkin'](#), for the **"The 6abc Dunkin' Thanksgiving Day Parade"** on **Thursday, Nov. 28 (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 Lisa Ann Walter (ABC's "Abbott Elementary"), [Carson Kressley](#) ("Queer Eye for the Straight Guy," "Dancing with the Stars" season 13) and "Good Morning America" contributing weather correspondent [Sam Champion](#).

Among the musical guests making appearances at the parade are The Sugarhill Gang, Kathy Sledge, Matteo Bocelli, the [Sharpe Family Singers](#), Darlene Love, and the former Ladies of Chic.

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."

"As we celebrate our 14th year as the title sponsor of the 6abc Dunkin' Thanksgiving Day Parade, Dunkin' and our greater Philadelphia area franchisees are thrilled for the return of the city's beloved tradition," said Jackie Keown, field marketing director for Dunkin' of Philadelphia. "The Thanksgiving Day parade symbolizes the start of the holiday season, and we look forward to celebrating with the city, whether on the parkway or at home!"

Joining title sponsor [Dunkin'](#) as major corporate sponsors are [ACME](#), [RAM Trucks](#) and [NRG](#), [Jefferson](#) and [Pennie](#).

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](#), ABCNews Live, [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:**

| | |
|------------------------------------------|--------------|
| WATM – Johnstown, Pa. | ABC23 |
| WBOC – Salisbury, Md. | FOX21 |
| WDCW – Washington, District of Columbia. | CW50 |
| WJET – Erie, Pa. | JET24 |
| WSWB – Wilkes Barre/Scranton, Pa. | CW38 |
| WTVD – Raleigh/Durham, N.C. | ABC11 |
| WTVG – Toledo, Ohio | CW13 |
| WORA – 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 (43%) of all Adult 25-54 news viewers on an average day*. In the past year, Action News has won 2,673 out of 2,706 newscasts in Households for a winning percentage of 98.8%.†

*Based on August 2023 – July 2024 Nielsen data.

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