

MACY'S
THANKSGIVING DAY
PARADE



Media Contact:

Kalahari Resorts & Conventions
Sara Hood
Call/Text: (262) 716-1928
Email: shood@morningwalkusa.com

Macy's Thanksgiving Day Parade
Christine Olver Nealon/Ryan Gannon/Gabriella Boresi
Email: eventmedia@macys.com

FOR IMMEDIATE RELEASE

**Kalahari Resorts' Colossal Wave of Wonder Float Returns to
the 97th Macy's Thanksgiving Day Parade®**

Beloved float celebrates the joy of water as animals play on a giant wave

Wisconsin Dells, Wis. (Nov. 16, 2023) - [Kalahari Resorts and Conventions](#), home to America's Largest Indoor Waterpark resorts, returns to the 97th Macy's Thanksgiving Day Parade® this year with their "Colossal Wave of Wonder" float. The 2023 Parade marks the sixth year of Kalahari's participation in the iconic Thanksgiving Day tradition.

"The Macy's Thanksgiving Day Parade is a time-honored tradition that marks the start of the holiday season for not only our family, but so many families around the world," said Todd Nelson, CEO and founder of Kalahari Resorts and Conventions. "At Kalahari, we encourage families to celebrate the joy that water brings — something we celebrate at our resorts and is also represented with the Colossal Wave of Wonder float."

The "Colossal Wave of Wonder" debuted in the 2021 Parade and features a family of elephants in the water as a wave crests. With a sky-high burst from her trunk, the majestic mother elephant and her bubble-blowing baby elephants ride the Colossal Wave of Wonder alongside a surfing rhino and octopus. Lively lighting creates a rippling water look in this fun-filled scene. Founded by the Nelson family in 2000, [Kalahari Resorts and Conventions](#) have locations in [Wisconsin Dells, Wisconsin](#), [Sandusky, Ohio](#), the [Pocono Mountains, Pennsylvania](#), [Round Rock, Texas](#), and recently broke ground on a fifth resort in [Spotsylvania County, VA](#).

"We have so much to be thankful for this year," continued Nelson. "We recently broke ground in Spotsylvania County, Virginia, on our fifth waterpark resort."

Kalahari, known for its award-winning indoor waterparks, also features thrilling adventure parks, various entertainment options, premium signature restaurants, the luxury Spa Kalahari & Salon, first-class convention facilities and more. The resorts are authentically African-themed, and the company has a passion for sharing the beauty of Africa with resort guests.

Follow @KalahariResorts on [Facebook](#), [Instagram](#) and/or TikTok, and follow along with the conversation using #KalahariOnParade.

The 97th Macy's Thanksgiving Day Parade will air nationwide in the U.S. on NBC and stream on Peacock, on Thursday, November 23, 2023, from 8:30 A.M. to 12:00 P.M., 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.

About Macy's Thanksgiving Day Parade

The Macy's Thanksgiving Day Parade is a national icon that has grown into a world-famous holiday event. For nearly 100 years, the Macy's Thanksgiving Day Parade has marked the official start of the holiday season. Growing in size and scale, the Parade features Macy's signature giant character balloons, fabulous floats, incredible marching bands, celebrities, clowns, dance and performance groups, and the one and only Santa Claus, spreading holiday cheer. For more information on the Macy's Parade, please visit www.macys.com/parade.

About Kalahari Resorts and Conventions

Kalahari Resorts and Conventions in Wisconsin Dells, Wisconsin, Sandusky, Ohio, the Pocono Mountains, Pennsylvania, Round Rock, Texas, and opening soon in Spotsylvania County, Virginia, deliver a beyond-expectations waterpark resort and conference experience all under one roof. The authentically African-themed Kalahari Resorts, privately owned by the Nelson family, are home to America's Largest Indoor Waterparks. Todd and Shari Nelson, the founders of Kalahari Resorts, were honored with an induction into the Wisconsin Business Hall of Fame in 2023. All Kalahari Resorts feature well-appointed guest rooms and suites, the full-service Spa Kalahari, a fun-filled family entertainment center, on-site signature restaurants, unique retail shops and a state-of-the-art convention center. For more information, members of the media are encouraged to visit [kalaharimedia.com](https://www.kalaharimedia.com).

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