



International Festivals & Events Association

Jean McFaddin 1999 IFEA Hall of Fame Inductee **Macy*s Parade and Events**



Jean McFaddin has been responsible for creating Macy*s major events as their East Senior Vice President in charge of Macy*s Public Relations and Events since 1977 where she has annually produced Macy*s award-winning Thanksgiving Day Parade; a glorious Spring Flower Show; America*s largest on-going 4th of July Fireworks celebration; the world record breaking "Tap-O-Mania" that assembles over 6,000 dancers in a choreographed routine; and for Christmas, staged the Miracle on 34th Street where over 300,000 children and adults visit Macy*s Santaland each year.

McFaddin has received over a dozen Emmy Awards for Macy*s Thanksgiving Day Parades in partnership with NBC with whom, on behalf of Macy*s, she has been responsible for network negotiations and telecast planning. Prior to her Macy*s association, McFaddin served as Director-Designer in prominent regional, New York, and European theaters, created and directed a 1995/96 bicentennial promotional program for the National Endowment of the Arts Foundation in Washington, D.C., and was Director of New York City*s July 4th Land Festival in 1977. She joined Macy*s that same Fall.

A native Texan, Ms. McFaddin holds an MFA from the University of Texas in Theatrical Production. She completed her undergraduate degrees at Stephen*s College, Columbia, Missouri and at the University of Texas at Austin, Texas.

Ms. McFaddin was acclaimed a "Quintessential New Yorker" by Town & Country magazine in 1984. She received the 1988 Humanitarian Award from New York*s Community of Mayors Association, served on the New York Board of Directors for the Cystic Fibrosis Foundation and was recipient of their 1990 Outstanding Service Award. In 1993 she received the Congresswomen Mary T. Norton Memorial Award of Excellence from the United Way, and was listed in the U.S. Congressional record. In Spring, 1997, she received the Msgr. Thomas Hagerty Humanitarian Award from HeartShare Human Services of New York.

Source: www.admireentertainment.com - speaker profile