

Behind the Magic of Macy's 100th Thanksgiving Day Parade: YVP Prepares to Welcome 1,300 Guests Along the Iconic Route

Your VIP Pass transforms multiple locations along New York City's Thanksgiving Parade route into extraordinary private viewing celebrations.

New York City, New York Oct 24, 2026 ([IssueWire.com](https://www.issuewire.com)) - As New York City prepares to celebrate the historic 100th Macy's Thanksgiving Day Parade on November 26, 2026, **Your VIP Pass (YVP)** is preparing to welcome approximately **1,300 guests across multiple private venues along the iconic Parade route**.

While millions watch the Parade, YVP creates something extraordinary behind the scenes: an unforgettable Thanksgiving morning combining premium Parade views, exceptional hospitality, dining and entertainment.

Nearly Four Decades of Hospitality Excellence

At the heart of YVP is founder **Beverly Sambrotto**, whose hospitality career spans nearly 40 years.

Having welcomed more than **60,000 guests**, YVP has spent decades creating memorable New York experiences, with Thanksgiving becoming one of its signature traditions.

Each year, YVP takes over multiple restaurants and private venues along the Parade route, transforming them into festive holiday celebrations.

Guests enjoy curated Thanksgiving brunches, music, magicians, dancers and family entertainment, all while the spectacular Parade unfolds just outside their windows.

For many families, celebrating Thanksgiving with YVP has become an annual tradition.

The Extraordinary Logistics Behind One Magical Morning

Behind the excitement lies an impressive hospitality operation.

Months of planning go into coordinating venues, culinary teams, entertainment, staffing, guest services and production—all culminating in one extraordinary morning.

1,300 guests. Multiple private venues. One iconic Thanksgiving celebration.

This behind-the-scenes operation offers a fascinating perspective on how New York hospitality transforms one of America's most beloved traditions into an intimate, memorable experience.

Media Invitation: Go Behind the Scenes

YVP invites journalists, television producers and media representatives to discover the story behind its Thanksgiving celebrations.

Opportunities include interviews with Beverly Sambrotto, exclusive previews of selected Parade viewing

locations, behind-the-scenes insights into event preparations, photography and video, and potential access on Thanksgiving morning.

About Your VIP Pass

Your VIP Pass is a New York-based luxury hospitality and experiential company specializing in exclusive access, private events and curated experiences around the city's most iconic celebrations.

With more than 60,000 guests welcomed over the years, YVP continues to redefine how families and visitors experience New York's most memorable moments.

Thanksgiving Experiences:

<https://yourvippass.com/thanksgiving-parade-viewing-brunch/>

Media Contact

Sabrina Notarnicola
EVP, Growth & Innovation
Your VIP Pass

Media Contact

YVP

*****@yourvippass.com

1345 Avenue of the Americas, 2nd Floor, NY 10105

<http://www.yourvippass.com>

Source : YVP

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