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## **THE SINCLAIR OIL DINOSAUR FACT SHEET**

**SALT LAKE CITY, Utah (Nov. 20, 2015)**

### **Dino – The Legendary Icon**

- Dinosaurs first appeared in marketing for Sinclair Oil in 1930, as part of a campaign to educate customers about the origin of fossil fuels. The Apatosaurus (then thought to be a Brontosaurus) quickly surpassed the Tyrannosaurus rex (T.rex) and Triceratops in popularity, and by 1932, Sinclair had registered Dino as a trademark.
- Sinclair Oil began using the Apatosaurus in Chicago during the 1933-34 Century of Progress World's Fair. Following that success, Dino [pronounced "DIE-no"] reappeared at a popular exhibit in the Texas Centennial Exposition of 1936.
- Dino was the premier exhibit at the New York World's Fair in 1939, as a 70-foot green dinosaur in Sinclair's "Dinoland Pavilion."
- Thirty years later, nine large Sinclair Dinosaurs were sent down the Hudson River on barges from the Catskill Mountains, where they made their way to New York's World Fair in 1964. By the end of the World's Fair, more than 50 million visitors had seen Sinclair Oil's Dinoland exhibit. Several of those models can still be found in state parks and museums across the country.
- Today, Dino the Dinosaur is one of the most recognized brand symbols in American history and is loved by folks of all ages.

(more)

### **Dino – The Macy’s Thanksgiving Day Parade Helium Balloon**

- Sinclair Oil’s classic Dino balloon returns to the 89<sup>th</sup> Macy’s Thanksgiving Day Parade® this year after a nearly 40-year absence – and just in time to kick off Sinclair’s centennial celebration in 2016.
- Dino made his initial appearance as a 70-foot-long giant balloon in the 1963 Macy’s Thanksgiving Day Parade, and appeared every year through 1976. The original balloon became an Honorary Member of the Museum of Natural History in 1975.
- The 2015 balloon has taken approximately five to six months to create and build. It’s the only balloon that is truly life-size.
- Measuring 72 feet long, 24 feet wide and 36 feet tall, the 2015 balloon is the actual size of an Apatosaurus – making Dino the only life-size helium balloon in the Parade.
- To give Dino his unique color, 50 gallons of green paint were used.
- On Thanksgiving Day, Dino will require approximately 70 balloon handlers, who have been trained for the job. Of these handlers, seven are Sinclair employees or family members; the others are Macy’s employees, friends and family.
- More than 3.5 million people in New York and more than 50 million television viewers will watch the legendary Sinclair Dino take flight over the streets of New York City.
- The 89<sup>th</sup> Annual Macy’s Thanksgiving Day Parade® airs nationwide on Thursday, Nov. 26, on NBC from 9 a.m. to noon in all time zones.

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### **About Sinclair Oil Corporation**

Sinclair is a privately held Wyoming company with executive offices in Salt Lake City, Utah. Sinclair owns and operates two refineries in Wyoming along with a network of both crude oil and finished product pipelines and terminals in the Rocky Mountain and midcontinent regions. The company markets fuel in 24 states, supplying high-quality fuels to more than 1,300 branded stations, featuring DINO CARE TOP TIER™ Gasoline. Sinclair Oil and Gas Company manages its exploration and production portfolios by only participating in major oil and gas development projects in the U.S. Other affiliates include The Grand America Hotel in Salt Lake City, the Little America hotel chain, The Westgate Hotel in San Diego, Sun Valley Resort in Idaho, and Snowbasin Resort in Utah. For more information, visit [www.sinclairoil.com](http://www.sinclairoil.com) and follow the brand on Facebook, Twitter and Instagram.

### **About The Macy’s Thanksgiving Day Parade®**

With more than 50 million viewers across the country and more than 3.5 million spectators that line up along the streets of New York City each year, the Macy’s Thanksgiving Day Parade® is a national icon that has grown into a world-famous holiday event. For almost 90 years, The Macy’s Thanksgiving Day Parade® has marked the official start of the holiday season. Growing in size and scale, the parade proudly marches down a more than 2-mile route in New York City with more than 8,000 participants in tow, including Macy’s employees, their families, celebrities, athletes, clowns and dance groups spreading holiday cheer. The parade also features America’s best marching bands, fabulous floats and Macy’s signature giant helium character balloons. For more information on The Macy’s Thanksgiving Day Parade®, please visit [macys.com/parade](http://macys.com/parade) or call the parade hotline at 212-494-4495. Macy’s Parade media materials are available at [macysparadepress.com](http://macysparadepress.com).