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Dentists, Times Square Hotels are spitting mad at Macy's Thanksgiving Parade move to 6th Ave.

BY BARRY PADDOCK / DAILY NEWS STAFF WRITER

WEDNESDAY, MARCH 9, 2011, 4:00 AM

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HANDSCHUH/NEWS

Times Square hotels are fuming over the plan to move the Macy's Thanksgiving Day Parade to 6th Avenue, costing them big on one of the largest tourist weekends of the year.

Organizers of the country's largest dental convention are gritting their teeth in anger over the decision to move the Macy's Thanksgiving Day Parade to Sixth Ave.

"People won't come to the city because their hotel rooms won't face the parade," said Dr. Robert Edwab, organizer of the Greater New York Dental Meeting, which is held every Thanksgiving weekend and draws 58,000 people from 132 countries. "Not only my meeting - I think the economy will take a shot. And we don't need that in this economy."

The parade route will change from Seventh Ave. to Sixth Ave. beginning in 2012.

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Times Square hotels are bellhopping mad, too.

Marriott expects to lose \$2 million to \$3 million from the shakeup, according to Mike Stengel, a Marriott vice president.

He said the company's two Times Square hotels, the Marquis and the Renaissance, will no longer be able to charge premium rates, enforce minimum 2-to-3 night stays or rent out restaurant space on Thanksgiving weekend.

"There's no rhyme or reason why the parade is moving," Stengel fumed. "We're certainly not going to move New Year's Eve, and that's a far larger celebration."

Dan Biederman, president of the 34th Street Partnership, was supportive of the change.

"There are those huge open plazas which allow more people to stand and a wider route for balloon handling," he said.

A Macy's spokesman said Sixth Ave. is a safer, less complicated alternative for the parade and will allow spectators an "upclose and personal" view.

The Ritz-Carlton New York on Central Park is one of the few hotels offering views of Sixth Ave. About 30% of the hotel's 259 rooms face the avenue.

"We're anticipating it being a very busy time," said David Taylor, director of sales for the Ritz-Carlton.

Meanwhile, next week's St. Patrick's Day Parade will be shortened, ending at 79th St. instead of 86th St. That means it will stop just shy of the American Irish Historical Society on Fifth Ave. between 80th and 81st Sts.

The move is part of an NYPD cost-cutting initiative to trim all parade routes by roughly 25%, which police officials say has been applied equally to parades honoring all of New York's ethnic groups.

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by a doctor in 2013, the Daily News has learned.

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BY EDGAR SANDOVAL and JENNIFER FERMINO
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**Hamill: A safer city began 26 years ago with cop's death**

Just before 1 a.m. on Wednesday, Police Commissioner Bill Bratton went back to the

**Spike Lee's views on gentrification irk some Brooklyn residents**

BY DOYLE MURPHY NEW YORK DAILY NEWS WAKE UP and smell the \$7 latte,

**Milk deal for schools may have been sour**

THIS milk deal has a sour smell to it. Three companies that sell thousands of gallons of milk each year to the Department of

**Avella draws heat from fellow Democrats**

Spurned Democrats have a warning for Queens state Sen. Tony Avella — watch your back come September.

**Woman arrested for stabbing boyfriend to death in Brooklyn**

Cops busted woman on Tuesday for allegedly murdering a man in Brooklyn's Brownsville

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Assemblyman William Boyland, Jr., soaked taxpayers for more than \$70,000 in per diem



Ambulance Corps faces emergency

The Woodhaven-Richmond Hill Volunteer Ambulance Corps. was forced to shut its doors last weekend after its headquarters got doused

**M.E. unable to determine cause of death for Avonte Oquendo: officials**

The M.E.'s office ran an exhaustive battery of tests, but were unable to

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A Queens church deacon is facing up to 25 years in prison after being found guilty of conspiracy and

**Alleged arsonist to have psychiatric evaluation**

A Queens arsonist is cooling off behind bars after he allegedly set fires in almost a dozen stores in

**Pop artist Natali Yura defends Lillo Brancato hire**

The last time former "Sopranos" actor Lillo Brancato Jr. did anything the public actually noticed

**Crooks cut their way into deli**

A crew of crafty break-in artists carved their way into a Washington Heights deli and made out with lotto tickets, cigarettes and cash,





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