



X



MMDA x Sesame Street Partnership

Since its creation in 1975, the Metropolitan Manila Development Authority (MMDA), the lead government agency responsible for the collective progress of the National Capital Region covering 16 cities and 1 municipality, has exerted efforts towards making Metro Manila the livable, ecological-friendly, and dynamic urban center it is envisioned to be.

Despite strict implementations of strategic programs addressing the challenges of transport decongestion, climate change, waste management, and disaster prevention, it has become apparent that lack of discipline among its constituents remains to be the top hindrance to growth.

Other than felonies, jaywalking, illegal parking, beating the red light, littering, and smoking in public places are only some of the few violations we witness every day and that have now become deplorable societal norms. These seemingly minor acts, when put together, degrades law and order, causing chaos in the metro.

The MMDA, under the leadership of Chairman Danilo Lim, commits to strengthen the administration of its mandates to ensure the realization of an ideal Metro Manila—where the laws are equally enforced and the citizens are committed to follow them for the good of the greater majority. To ensure continuity of its “back to basics” initiative, there is a need to focus on the right education of our children, which has long been overlooked. Thus, the paradigm shift.

In line with this, MMDA teamed up with the perfect partner, Sesame Workshop, the nonprofit educational organization behind the iconic children’s television series Sesame Street. Coinciding with the show’s 50th anniversary, the partnership will spearhead a three-year educational campaign which aims to teach kids the values of discipline and responsibility in the context of MMDA’s functions.

Sesame Street, which debuted in 1969, pioneered a collaborative, research-intensive approach to the development of programs and activities. Studies revealed that it has delivered lasting educational benefits to its viewers, which is in line with its mission of helping kids around the world grow smarter, as well as stronger and kinder.

MMDA will hold fun and interactive activities about topics not emphasized in school: road safety, waste management, and public safety—an endeavor which is also the first of its kind for the agency. The agency advocates learning beyond the four walls of the classroom, and particularly learning “on the street.” By starting them young, MMDA believes that participants can practice and carry out the lessons they will learn from the activities as they live up to be disciplined and responsible citizens of Metro Manila.

Within the three-year partnership, MMDA and Sesame Workshop will work hand in hand on activities such as but not limited to:

1. Street Wall Arts;
2. Family Fun Runs;
3. MMDA Children’s Handbook;
4. Development of Information, Education and Communication (IEC) materials for children;
5. Children’s Expo;
6. Utilization of MMDA promotional assets such as LED billboards, Pahayagan ng Bayan, etc.; and
7. Digital advocacy campaigns.





FOR IMMEDIATE RELEASE

CONTACT: Ms. Sharon M. Gentalian
Director II, MMDA Public Affairs Staff
882-4151 to 77 loc. 1160

MMDA and Sesame Street Partnership

MMDA teams up with Sesame Street for educational campaign for kids

Children all over Metro Manila may now learn about road safety, waste management, and public safety in a fun manner with Sesame Street's Elmo, Cookie Monster, Big Bird, and their friends, as the Metropolitan Manila Development Authority (MMDA) partners with Sesame Workshop, the nonprofit educational organization behind the iconic television series, for a three-year educational campaign for children. The partnership launch will take place at the Children's Road Safety Park in Malate, Manila on March 18, 2019.

The collaboration aims to teach kids the values of discipline and responsibility in the context of MMDA's functions. MMDA believes Sesame Street is the ideal partner for this endeavor since the show pioneered the educational program format for kids.

"We are very excited about this initiative which focuses on children, the future citizens of Metro Manila. It is everybody's responsibility to teach kids respect for the rules and compassion for the community, and we at the MMDA are proud to be with Sesame Workshop at the frontline of this endeavor. We hope that through our line-up of activities under this partnership, the kids will carry out these lessons throughout childhood and into their adult lives as well," MMDA Chairman Danny Lim said.

"For the last 50 years, Sesame Street has brought the life-changing benefits of early learning to children around the globe," said Will DePippo, Director Asia Pacific for Sesame Workshop. "We're proud to partner with MMDA on a campaign where Elmo, Cookie Monster and Big Bird are helping to deliver educational messages in a fun and engaging way for children and their families."

--more--

MMDA and Sesame Street Partnership

The program will start at 11:00 AM and will include the signing of the Memorandum of Agreement between Chairman Lim and Mr. DePippo. Invited guests will then have an exclusive preview of the ongoing MMDA x Sesame Street Wall Art, which spans 500 meters and is done in partnership with Davies Paints.

The event will conclude with children and members of the media taking a guided tour of the venue, the Children's Road Safety Park. Through the walkthrough, they will be taught about traffic rules and regulations through the miniature street-related structures in the vicinity. MMDA hopes to mount a traveling road safety park of similar nature, which the agency will take to different cities around Metro Manila.

Within the three-year partnership, MMDA and Sesame Street will work hand in hand on activities such as but not limited to wall arts along the major thoroughfares of Metro Manila, a family fun run, the MMDA Children's Handbook, and a children's exposition, which is essentially a cross between an educational theme park and experiential museum.

ABOUT MMDA

The Metropolitan Manila Development Authority (MMDA) is the lead government agency responsible for the creation, implementation, and regulation of policies targeted to the 16 cities and one municipality in Metro Manila. These programs cover 1) traffic and transport management; 2) solid waste management; 3) urban renewal, zoning and land use planning and shelter services; 4) health and sanitation, urban protection, and pollution control; 5) flood control and sewerage management, 6) development planning; and 7) public safety. Since the agency's establishment in 1975, all of its efforts have been directed towards the collective progress of Metro Manila into a dynamic, livable, and workable region for the Filipino people. For more information, please visit mmda.gov.ph.

ABOUT SESAME WORKSHOP

Sesame Workshop is the nonprofit media and educational organization behind Sesame Street, the pioneering television show that has been reaching and teaching children since 1969. Today, Sesame Workshop is an innovative force for change, with a mission to help kids everywhere grow smarter, stronger, and kinder. We're present in more than 150 countries, serving vulnerable children through a wide range of media, formal education, and philanthropically-funded social impact programs, each grounded in rigorous research and tailored to the needs and cultures of the communities we serve. For more information, please visit sesameworkshop.org.

###