



SESAME STREET CELEBRATES 50 YEARS AND COUNTING

Landmark anniversary to unfold throughout the year with new initiatives, community events, and a star-studded primetime special

It all began in 1969 on a street where colorful Muppets and humans lived -- and learned -- side by side. Today, 50 years later, Sesame Workshop, the nonprofit educational organization behind *Sesame Street*, is marking the anniversary with a yearlong celebration. Throughout 2019, Sesame Workshop will bring people together around the timeless lessons that *Sesame Street* has always taught: everyone, no matter who they are or where they are from, is equally deserving of respect, opportunity – and joy.

Set against the backdrop of the civil rights movement and the war on poverty, *Sesame Street* was created to answer a simple question: could television be used to level the playing field and help prepare less advantaged children for school? The founders tapped educational advisors and researchers, entertainers and television producers, and other visionaries to create what became one of the longest-running children’s show in television history. Ever since, *Sesame Street* has helped children around the world to learn, feel included and respect others. With a curriculum that evolves to meet the needs of every new generation, it is now a force for good in over 70 languages and 150 countries.

“This is a remarkable milestone for kids, for education and for television. *Sesame Street* has now brought the life-changing benefits of early learning to children around the globe for 50 years,” said Ed Wells, Sesame Workshop’s Senior Vice President, Head of International Media and Education. “Our mission to help kids everywhere grow smarter, stronger, and kinder knows no geographic boundaries. We’re everywhere families are and we never stop innovating and growing. That’s what keeps us timeless.”

The anniversary will bring people together through social impact initiatives, digital campaigns, and community events that reflect *Sesame Street*’s unifying messages. Throughout 2019, fans and families around the world can join their favorite furry friends in celebrating *Sesame Street*’s past, present, and future, with:

- An international **50th Fun Run** for kids that will take place in the Philippines, Singapore, Indonesia, Malaysia, and Thailand.
- A 50 anniversary **takeover of Universal Studios, Singapore.**
- **Celebrity- and fan-fueled social media campaigns** including #ThisIsMyStreet, showcasing favorite *Sesame Street* memories.
- New **collaborations in fashion** for *Sesame Street* fans of all ages.
- The launch of a **new local version of *Sesame Street* created for displaced Syrian families and their new neighbors** in Iraq, Jordan, Lebanon, and Syria, as part of a large-scale early childhood intervention in the region.

- A **signature research report** that will explore important issues facing kids and families today.

“We’re often asked what *Sesame Street*’s legacy will be,” said **Joan Ganz Cooney, Co-Founder**. “To me, a legacy is when something’s over...and this isn’t over.”

“*Sesame Street* had a profound impact on children’s media, setting a template that the industry has followed for generations,” said **Lloyd Morrisett, Co-founder**. “Fifty years later, Sesame Workshop continues to deliver on its mission every day, across multiple platforms, on six continents. We started as an experiment - and it worked.”

Sesame Workshop will release details about upcoming events and activities throughout the year. In the meantime, Sesame friends and fans can always stay in touch on www.sesameworkshop.org.

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