



FOR IMMEDIATE RELEASE:

SESAME STREET'S NEWEST MUPPET, ABBY CADABBY, FLIES INTO CANADA AND MAKES HER DEBUT IN TORONTO AND IN "WONDERLAND"

Full Length DVD, *Abby In Wonderland*, Releases September 30, 2008
while *Sesame Street* airs on Treehouse

As the maple leaves begin to change colour this fall, young children will be tickled pink as Abby Cadabby spreads her wings over Toronto and flies into their hearts and homes. Fresh off the heels...or wings...of appearing in every episode of the award-winning [Sesame Street](#), currently airing on [Treehouse Saturdays at 9 a.m. ET](#), 3-year-old Abby Cadabby will appear "in-the-fur", October 2nd – 4th, making special appearances throughout Toronto to meet her newest Canadian friends.

But the adventure doesn't stop there! Abby and Elmo embark on a magical story book journey in *Abby in Wonderland*, a full length DVD from [Alliance Films, Inc](#) and [Sesame Workshop](#), the non-profit educational organization behind *Sesame Street*. "Poofing" onto DVD on September 30th, *Abby in Wonderland* will take children of all ages down the rabbit hole and into a whimsical world in Sesame's version of the children's classic, "Alice in Wonderland".

When Abby falls asleep and is dreaming, Elmo transforms into a frantic, fuzzy red rabbit that she follows into an enchanted "Wonderland." Abby is persistent as she pursues the elusive rabbit that, inadvertently, has pocketed her magical wand. On her quest, she encounters an incredible cast of fantastical characters such as a bilingual flower, "Rose"-ita (Rosita), The "Counter"-pillar (The Count), The Cheshire Cookie Cat (Cookie Monster), Tweedle Dee and Tweedle Dum (Bert and Ernie), The Mad Hatter (Grover), The Mouse (Zoe) and the cranky Grouch of Hearts (Oscar). Without the assistance of her usual fairy magic, Abby must rely on her knowledge of rhyming to defeat the Grouch of Hearts, reclaim her wand and find her way back to *Sesame Street*.

A special treat for toddlers and preschoolers, *Abby in Wonderland*, has great new songs and will be available at major retail outlets across Canada starting September 30th.

Renewing its slate of *Sesame* programming for five more years, Treehouse recently debuted *Sesame Street* on September 6 in its regular timeslot—Saturdays at 9 a.m. ET. Treehouse currently airs new seasons of *Play With Me Sesame*, *Global Grover*, and

Elmo's World daily, while *Sesame Street* branded programming is also available on "Treehouse Premium Subscription Video-On-Demand" service.

"We are proud to introduce Abby Cadabby and all of her friends at *Sesame Street* to a new generation of Canadians," says Hunter Heller, Assistant Vice President International Licensing, Sesame Workshop. "*Sesame Street* has had a long history of sharing laughter and learning with Canadian children, and we are thrilled to introduce new and engaging content into this incredibly important market."

Fans can look for Abby in Toronto at the Sheppard Grande on Saturday, October 4th, 2008 at 9:30am where she will walk the pink carpet before a screening of her DVD on the big screen. Tickets to this event are available to be won by picking up the National Post on September 26th or 29th or by tuning into 98.1 CHFI September 22nd to October 3rd, 2008. Entries will also be collected at www.alliancefilms.com/abby.

"I am so excited to give my wings a rest and to fly by airplane on my first trip to Canada," says Abby Cadabby, fairy-in-training, *Sesame Street*. "I am reaaaallly looking forward to meeting new friends in Toronto and I can't wait to see The CN Tower. I just hope I don't accidentally turn it into a pumpkin!"

Commenting on the deal, Mark Slone, SVP Marketing and Publicity at Alliance said, "Alliance Films is proud to represent such a venerable brand in Canada and to be able to introduce Abby to children across the country. Like her best friend Elmo, I'm sure Abby will find a place in the hearts and homes of Canadian kids nationwide."

About Sesame Workshop

Sesame Workshop is the nonprofit educational organization that changed television forever with the legendary *Sesame Street*. As the single largest informal educator of young children, local *Sesame Street* programs produced in countries as diverse as South Africa, Bangladesh and India are making a difference in over 120 nations. Using proprietary research to create engaging and enriching content, Sesame Workshop produces programs such as *Dragon Tales* and *Pinky Dinky Doo*. In addition, multimedia needs-driven initiatives provide families tools for addressing such issues as children's health and emergency preparedness. As a nonprofit, product proceeds and philanthropic donations support Sesame Workshop's educational research and creative content for children around the world. Learn more at www.sesameworkshop.org.

About Alliance Films, Inc

Alliance Films is a leading distributor of motion pictures in Canada, with motion picture distribution operations in the United Kingdom and Spain. The Company distributes filmed entertainment to theatres, on DVD, online and to television broadcasters. Alliance Films holds the Canadian distribution rights to the productions of leading independent studios, including New Line Cinema, Focus Features, The Weinstein Company, Overture Films, A Bigger Boat, Grosvenor Park and Relativity Media.

Treehouse

As Canada's leading kids broadcaster, Corus Entertainment's YTV, Treehouse and Discovery Kids Canada collectively have the highest 2-11 audience of any broadcaster, and reach 91 per cent of kids each week in English Canada. Treehouse, seen in over six million homes across Canada, focuses on the interests and developmental levels of preschool children.

Treehouse is owned by Corus Entertainment Inc., a Canadian-based media and entertainment company. Corus is a market leader in specialty television and radio with additional assets in pay television, advertising and digital audio services, television broadcasting, children's book publishing and children's animation. The company's multimedia entertainment brands include YTV, Treehouse, W Network, Movie Central, Nelvana, Kids Can Press and radio stations including CKNW, CKOI and Q107. Corus creates engaging branded entertainment experiences for its audiences across multiple platforms. A publicly traded company, Corus is listed on the Toronto (CJR.B) and New York (CJR) exchanges. Experience Corus on the web www.corusent.com.

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