



March 5, 2013

**NEWS RELEASE**

## **TIFF WELCOMES SESAME WORKSHOP AT THE 16<sup>th</sup> ANNUAL TIFF KIDS INTERNATIONAL FILM FESTIVAL**

### **Sesame Street-Themed Activities and Events for Both Public and Industry Programming**

**Toronto** – For the first time ever, *Sesame Street* will be coming to TIFF Bell Lightbox during the 16<sup>th</sup> annual TIFF Kids International Film Festival. TIFF Kids welcomes Sesame Workshop, the nonprofit educational organization behind *Sesame Street*, with a weekend of fun activities designed to entertain and educate. Taking place on April 20 and 21, families will be treated to special appearances throughout TIFF Bell Lightbox including a *Sesame Street* mascot meet-and-greet, a free screening of *Elmo's Alphabet Challenge* and other activities throughout the Festival. As well, TIFF Kids Industry programming will be offering a “Master Class with Sesame Workshop: Inspiring the Global Child” and “pitch session” taking place April 18-19.

“As a longtime leader of children’s programming, it is an honour to have Sesame Workshop play a role in the public and industry programming as part of this year’s TIFF Kids International Film Festival,” said Elizabeth Muskala, Director, TIFF Kids. “In addition to the joy that the *Sesame Street* brings to children of all ages, the knowledge and experience offered by the experts as part of our industry events is invaluable.”

“We are excited to be partnering with the iconic children’s brand *Sesame Street* for the first-time ever during the TIFF Kids International Film Festival,” said Howard Kerbel, Vice President, Sales, Marketing and Sponsorship for TIFF. “We look forward to discussing many more program opportunities in the future, aligning our shared goal to entertain and educate kids through our respective fields.”

“Sesame Workshop is proud to be a part of this year’s TIFF Kids International Film Festival,” said Risa Greenbaum, Assistant Vice President, International Licensing, Sesame Workshop. “The Festival offers children and their families a diverse slate of films and hands-on activities, and like our organization, uses the power of media to foster thought, learning, and encourages discussion about the world around them.”

#### **SESAME WORKSHOP PUBLIC OFFERING**

**Elmo's Alphabet Challenge**, director: Joey Mazzarino, USA

**Saturday, April 20 at 11 a.m. (Free)**

Are you up for an alphabet challenge? Abby shows off her new Fairy Fly Pad, but accidentally traps her friends inside the video game world! To get back to Sesame Street, Elmo, Telly and Abby must beat challenges that test their alphabet knowledge. Bonus: Special *Sesame Street* guests to introduce the film!

**Mascot Meet & Greet**

**Saturday, April 20 & Sunday, April 21 from 10 a.m. to 4 p.m. (Free)**

Bring your cameras to the TIFF Bell Lightbox and meet three of *Sesame Street*’s most popular mascots: Elmo, Cookie Monster and Abby Cadabby.

TIFF Bell Lightbox | Reitman Square, 350 King Street West, Toronto ON Canada M5V 3X5 | T 416-599-TIFF (8433) or 1-888-599-TIFF (8433) | tiff.net

LEAD SPONSOR



MAJOR SPONSORS



MAJOR SUPPORTERS



Charitable Registration # 11930 4541 RR0001

© TIFF is a registered trademark of Toronto International Film Festival Inc.



### **Louis Mitchell, Character Artist Workshop**

**Saturday, April 20 & Sunday, April 21 from 10 a.m. to 4 p.m. (Free, Pre-Registered)**

Louis Mitchell, the Associate Design Director of Special Projects for Sesame Workshop, will showcase how to illustrate the iconic and beloved Muppet™ friends of *Sesame Street* in one hour sessions throughout the day. Examples of the illustrations, as well as behind-the-scenes images, will be displayed to help participants understand the unique world of character design at Sesame Workshop, while creating their own artwork.

### **Sesame Street Make-a-Film Workshop**

**Saturday, April 20 from 10 am to 11:30 a.m. (Free, Pre-Registered)**

Producers from the Emmy-award winning show *Sesame Street* invite children ages 6-9 to create their own mini version of *Sesame Street's* iconic film, *Jump*. Participants will video tape, edit and screen their own short film incorporating clips from the original film, as well as footage of Muppet™ friends!

### **Sesame Street Apps in the digiPlaySpace Appcade**

**Saturday, March 9 – Sunday, April 21**

*Sesame Street*-themed games, creative tools and storytelling devices on the latest devices help kids develop their key learning skills and have fun while doing so.

## **SESAME WORKSHOP INDUSTRY PROGRAMMING**

### **Master Class with Sesame Workshop: Inspiring the Global Child**

**Friday, April 19 at 10 a.m. (Pre-Registered Industry Only)**

This session offers industry participants an in-depth look at the making of this beloved children's show that has inspired and educated generations of children in North America and around the world. Guest speakers will provide insight on children's content development for global and multicultural audiences; character development; international production models; and innovations in digital content production for children.

Sonia Manzano - Emmy award-winning actress and writer (plays "Maria" on *Sesame Street*)

Joey Mazzarino - Head Writer, Director, Muppet Performer

Nadine Zylstra - Supervising Producer

Autumn Zitani - Researcher

### **Sesame Street "Pitch" Session**

**April 18 – 19 (Closed; By Invitation Only)**

As part of the ongoing commitment to generating positive economic results in the cultural sector, TIFF Industry will be facilitating an unique opportunity with Sesame Workshop producers geared towards the talent that has passed through our professional development programmes, (i.e. Talent Lab, Studio, Producer's Lab Toronto, etc.), as well as TIFF alumni. Successful candidates will have the exclusive opportunity to pitch Sesame Workshop for the chance to make a short film for this much-loved children's show.

Industry registration is now open and delegates can find information at [tiff.net/industry](http://tiff.net/industry). New this year, industry professionals have a choice in the type of pass they can purchase: our TIFF Kids Industry Pass (\$150) and TIFF Kids Conference Pass (\$200).

TIFF Bell Lightbox | Reitman Square, 350 King Street West, Toronto ON Canada M5V 3X5 | T 416-599-TIFF (8433) or 1-888-599-TIFF (8433) | [tiff.net](http://tiff.net)

LEAD SPONSOR



MAJOR SPONSORS



MAJOR SUPPORTERS



Charitable Registration # 11930 4541 RR0001

© TIFF is a registered trademark of Toronto International Film Festival Inc.



The TIFF Kids International Film Festival takes place at TIFF Bell Lightbox from April 9 through April 21. TIFF Members and the general public may also purchase tickets to school programme screenings subject to availability. Tickets for TIFF Kids go on sale to TIFF Members today (March 5) and to the general public on March 9. Prices range from Adult \$12, Student/Senior \$9.50 and Children (12 and under) \$8.50. Opening Night \$25.00 and Closing night \$15.00 per person. TIFF Kids 10 packs are available for \$75.00 (valid for digiPlaySpace and film tickets). Entry to the TIFF Kids digiPlaySpace is \$8 or \$5 with paid screening ticket to the TIFF Kids International Film Festival and Comic Book Heroes programme, discounts apply for TIFF Members. Some activities are free. For more information on screenings and activities, or to purchase tickets, please visit [tiff.net/kids](http://tiff.net/kids) call 416-599-TIFF (8433) or 1-800-599-TIFF, or visit the Steve & Rashmi Gupta Box office at TIFF Bell Lightbox.

**Social:**

Twitter.com/TIFF\_NET                  Facebook.com/TIFF  
#TIFFKids

**About TIFF**

TIFF is a charitable cultural organization whose mission is to transform the way people see the world through film. An international leader in film culture, TIFF projects include the annual Toronto International Film Festival in September; TIFF Bell Lightbox, which features five cinemas, major exhibitions, and learning and entertainment facilities; and innovative national distribution program Film Circuit. The organization generates an annual economic impact of \$170 million CAD. TIFF Bell Lightbox is generously supported by contributors including Founding Sponsor Bell, the Province of Ontario, the Government of Canada, the City of Toronto, the Reitman family (Ivan Reitman, Agi Mandel and Susan Michaels), The Daniels Corporation, Major Sponsor and official bank RBC, and BlackBerry. For more information, visit [tiff.net](http://tiff.net).

**About Sesame Workshop**

Sesame Workshop is the nonprofit educational organization that revolutionized children’s television programming with the landmark *Sesame Street*. The Workshop produces local *Sesame Street* programs, seen in over 150 countries, and other acclaimed shows to help bridge the literacy gap including *The Electric Company*. Beyond television, the Workshop produces content for multiple media platforms on a wide range of issues including literacy, health and military deployment. Initiatives meet specific needs to help young children and families develop critical skills, acquire healthy habits and build emotional strength to prepare them for lifelong learning. Learn more at [www.sesameworkshop.org](http://www.sesameworkshop.org).

**The TIFF Kids International Film Festival is supported by the Ontario Arts Council and the City of Toronto.**

**Accenture is the Presenting Sponsor of the TIFF Kids digiPlaySpace.**

**GAP Kids is Official Sponsor of TIFF Kids International Film Festival Opening Night Party.**

**Media Partners of the TIFF Kids International Film Festival are TVOKids and the *Toronto Star*.**

**TIFF is generously supported by Lead Sponsor Bell, Major Sponsor RBC, and Major Supporters the Government of Canada, the Government of Ontario, and the City of Toronto.**



For information, contact the Communications Department at 416-934-3200 or email [proffice@tiff.net](mailto:proffice@tiff.net)

For images, please visit our media site at [tiff.net/press](http://tiff.net/press)

---

TIFF Bell Lightbox | Reitman Square, 350 King Street West, Toronto ON Canada M5V 3X5 | T 416-599-TIFF (8433) or 1-888-599-TIFF (8433) | [tiff.net](http://tiff.net)

LEAD SPONSOR



MAJOR SPONSORS



MAJOR SUPPORTERS



Charitable Registration # 11930 4541 RR0001

© TIFF is a registered trademark of Toronto International Film Festival Inc.