

## A DECADE LATER, *SESAME STREET* RETURNS TO CANADA FOR A WHOLE NEW GENERATION OF KIDS

### *Sesame Street* to Debut on Treehouse This Fall, As Broadcaster Renews for 5 Years

(New York, NY, and Toronto, CANADA, September 3, 2008) The top movie was *Fargo*; the top song was Celine Dion's *Because You Loved Me*; and top children's television show *Sesame Street* was airing throughout Canada. The year was 1996 and all, of course, have gone on to become classics. Twelve years later, *Sesame Street* returns to Canada to a whole new generation of viewers.

Renewing its slate of *Sesame* programming for five more years, Treehouse will debut the award-winning program *Sesame Street* in its regular timeslot on Saturday, September 6 at 9 a.m. ET. The broadcaster will continue to air new seasons of *Play With Me Sesame*, *Global Grover*, and *Elmo's World* daily. *Sesame Street* branded programs are available on Treehouse Premium SVOD.

Viewers can also see a couple of their favorite *Sesame Street* characters like never before with the launch of the all claymation series *Bert and Ernie's Great Adventures*. The show debuted on Treehouse on Tuesday, September 2 at 4 p.m. ET (timeslot Tuesdays and Thursdays). The five-minute series focuses on friendship, understanding and respecting differing perspectives, and resolving conflict. The pair travel beyond their apartment at 123 *Sesame Street* and into a world of adventure and exploration.

"We are thrilled to partner with Treehouse, the number one preschool destination in Canada, to showcase our programs and characters who resonate with children all the world over," said Jennifer Monier-Williams, Sesame Workshop's Vice President, Worldwide Television Distribution. "Like Treehouse, *Sesame Street* has always been committed to creating innovative content that best responds to children's needs and putting them on a positive trajectory for learning. Treehouse is the ideal home for *Sesame Street*."

"We're so excited to be taking our viewers to *Sesame Street* this fall and for the next five years," said Brenda Nietupski, Programming Director, Treehouse and Discovery Kids Canada. "This classic series and its much-loved characters will not only teach and entertain today's generation but also bring parents back to their childhood."

*Sesame Street*'s newest season will emphasize the fundamentals of early literacy such as rhyming, vocabulary and letter sounds known to be predictors of later reading skills. In addition, Abby Cadabby, a pink fairy-in-training, will be in all 26 episodes and reinforce the literacy focus with her love of words and use of rhyming.

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*. 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.sesamestreet.org](http://www.sesamestreet.org).

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. Seen in over 10 million homes and connecting with 2.2 million kids per month, YTV also publishes *Whoa!*, a successful kids' magazine, travels to communities across the country with its WOW tour, conducts a highly respected annual survey, The YTV Tween Report and has a highly interactive website that averages over 90 million monthly page views. Treehouse, seen in over seven million homes across Canada, focuses on the interests and developmental levels of preschool children. Discovery Kids Canada, a joint venture of Corus Entertainment Inc. and Discovery Communications Inc., provides children and tweens informative and entertaining programming with an emphasis on action, adventure and the environment.

###

Contact:  
Beatrice Chow  
Sesame Workshop  
(212) 875 6586  
[beatrice.chow@sesameworkshop.org](mailto:beatrice.chow@sesameworkshop.org)