

The *Sesame Street* experience is nearly universal, beginning with the television programs, extending through magazines, licensed products, daycare centers and grass-roots outreach efforts:

- In the U.S. alone, there are over **74 million "graduates"** of *Sesame Street*.
- Approximately **8 million people** in the U.S. tune in to *Sesame Street* each week.
- *Sesame Street* is the number one program recalled by mothers of children ages 6 months to 11 years who were asked to name any children's program.
- More mothers with a child under 3 watch *Sesame Street* than any other children's program on commercial television.
- Parents of preschoolers are **most likely to choose *Sesame Street*** as the one program they would want their child to watch.
- To date, *Sesame Street* has won **97 Emmy Awards - more Emmys than any other television show in history**.
- *Sesame Street* and its international co-productions have aired in over **120 countries** since its inception, making it the **most widely viewed children's series in the world**.
- A portion of the proceeds received from the sales of *Sesame Street* products help fund Sesame Workshop's **educational programs worldwide**.
- *Sesame Street* books and magazines are **published in 5 continents** and many languages to delight and educate children the world over. In 2004, over **18 million *Sesame Street* books and magazines** were sold worldwide.
- **New children's book categories** will be introduced in Spring 2005, including value-added Novelty Books, Educational Workbooks and Flashcards, as well as expanded traditional categories such as Coloring/Activity Books and traditional Storybooks.
- *Sesame Street* has a series of award-winning CD ROMs, PlayStation and GameBoy titles, as well as a web site - www.sesameworkshop.org - that educates and entertains **over 1,000,000 visitors** each month. Online tools have also been developed for Publishing Licensees to aid in creative development and content re-purposing, including a browseable archive of over 250 book and magazine titles.
- Healthy Habits for Life is a content-driven initiative developed to help young children and their caregivers **establish an early foundation of healthy eating and exercising**. Overall health and well-being is a crucial part of our ever-developing *Sesame Street* curriculum.
- Sesame Workshop, the producers of *Sesame Street*, provides educational resources featuring *Sesame Street* characters that are used by Ready to Learn Coordinators in workshops with caregivers and parents.