

## ***Sesame Street Sponsors***

### **The Public Broadcasting Service**

PBS is a private, nonprofit media enterprise that serves the nation's 349 public noncommercial television stations, reaching nearly 90 million people each week through on-air and online content. Bringing diverse viewpoints to television and the Internet, PBS provides high-quality documentary and dramatic entertainment, and consistently dominates the most prestigious award competitions.

PBS' premiere children's programming on PBS KIDS and PBS KIDS GO! is committed to providing the highest quality learning environment for children across the country. Providing age-appropriate, diverse programming for kids, only PBS KIDS and PBS KIDS GO! have earned the unanimous endorsement of parents, children, industry leaders and teachers. With additional PBS resources to complement its programming, including PBS KIDS online ([www.pbskids.org](http://www.pbskids.org)), PBS KIDS GO! online ([www.pbskidsgo.org](http://www.pbskidsgo.org)), PBS Parents ([www.pbsparents.org](http://www.pbsparents.org)), TeacherSource, Ready To Learn services and literacy events across the country, PBS is providing the tools necessary for positive child development.

More information about PBS is available at [pbs.org](http://pbs.org), one of the leading dot-org Web sites on the Internet, averaging more than 30 million unique visits and 380 million page views per month in 2004. PBS is headquartered in Alexandria, Virginia.

### **Department of Education**

The U.S. Department of Education was established on May 4, 1980 by Congress in the Department of Education Organization Act (Public Law 96-88 of October 1979).

The Department's mission is to:

- Strengthen the Federal commitment to assuring access to equal educational opportunity for every individual;
- Supplement and complement the efforts of states, the local school systems and other instrumentalities of the states, the private sector, public and private nonprofit educational research institutions, community-based organizations, parents, and students to improve the quality of education;
- Encourage the increased involvement of the public, parents, and students in Federal education programs;
- Promote improvements in the quality and usefulness of education through Federally supported research, evaluation, and sharing of information;
- Improve the coordination of Federal education programs;
- Improve the management of Federal education activities; and
- Increase the accountability of Federal education programs to the President, the Congress, and the public.

The National Institute on Early Childhood Development and Education sponsors comprehensive and challenging research in order to help ensure that America's young children are successful in school and beyond -- and to enhance their quality of life and that of their families.

## **Corporation for Public Broadcasting**

CPB, a private, nonprofit corporation created by Congress in 1967, develops educational public radio, television and online services for the American people. The Corporation is the industry's largest single source of funds for national public television and radio program development and production. CPB, a grant making organization, also funds more than 1,000 public radio and television stations. For more information, visit [www.cpb.org](http://www.cpb.org).



## **McDONALD'S CORPORATION**

### **About McDonald's®:**

It all began back in 1955 when Ray Kroc opened his first McDonald's restaurant in Des Plaines, Ill. The first day's profit was \$366.12. With hard work and dedication in the days and years to come, McDonald's continuously proved to be a success. Today, McDonald's is the world's leading food service retailer with more than 30,000 restaurants in 119 countries serving an average of 47 million customers each day. McDonald's has more than 13,500 restaurants in the United States alone. Customers can select from a wide variety of menu choices including sandwiches, Premium Salads, Apple Dippers, milk and other beverages to best meet their taste preferences and nutritional needs.

### **Chief Happiness Officer, Ronald McDonald®:**

An important part of McDonald's rich history is McDonald's Chief Happiness Officer, Ronald McDonald. Ronald McDonald was first introduced nationally in 1966 with an appearance at the Macy's Thanksgiving Day parade in New York City. Today, Ronald McDonald represents the very essence of McDonald's. As Chief Happiness Officer, he is the warm caring and friendly face that welcomes everyone to McDonald's and the McDonald's experience. He makes everyone happy and has the ability to "bring out the kid in all of us".

Ronald McDonald is dedicated to the happiness of people across the world and believes in the importance of living a balanced, active lifestyle. "Get Moving with Ronald McDonald™!" is a free-of-charge show performed by Ronald McDonald in communities nationwide.

Technically reviewed by the American Academy of Pediatrics, the show emphasizes the importance of fitness and activity in everyday life to families.

Ronald McDonald has touched the lives of thousands of kids and families. He has been part of the McDonald's story for more than 40 years, and he will continue to be a part of the magic for years to come.

**Ronald McDonald House Charities®:**

Ronald McDonald House Charities, a non-profit, 501(c)(3), creates, finds and supports programs that directly improve the health and well being of children worldwide. Its goal is to make an immediate, positive impact on as many children as possible through its global network of local Chapters in 48 countries.

In addition to its cornerstone Ronald McDonald House program and the Ronald McDonald Family Room and Ronald McDonald Care Mobile programs, the Charity makes grants to not-for-profit organizations to help children everywhere. To date, Ronald McDonald House Charities and its global network of local Chapters have awarded more than \$400 million in grants to children's programs worldwide.

The Ronald McDonald House program has provided a "home-away-from-home" for millions of family members since its inception in 1974. There are 243 Ronald McDonald Houses open in 25 countries.

Ronald McDonald Family Room program provides a home-like haven inside hospitals, offering the families of hospitalized children an opportunity to refresh, rest, and reflect. Today, there are 80 Ronald McDonald Family Rooms in 10 countries.

Launched in the fall of 2000, the Ronald McDonald Care Mobile program is a fleet of state-of-the-art vehicles that deliver cost-effective medical and dental care to underserved children in their own neighborhoods. Currently, there are 25 Care Mobile programs in service.

To find out more information about McDonald's Corporation or Ronald McDonald, please visit [www.mcdonalds.com](http://www.mcdonalds.com). To learn more about Ronald McDonald House Charities, visit [www.rmhc.org](http://www.rmhc.org).

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## **BEACHES RESORTS**

**Jamaica \* Turks and Caicos**

### **A Place to Play in the Sand**

Beaches Resorts has been the ultimate family getaway since 1997, where both parents and kids can enjoy a vacation of their own. The best of everything is included in one simple price - gourmet meals, anytime snacks and premium brand drinks, land and watersports, luxurious accommodations and even tipping. Ideal for the whole family, and more, Beaches features spacious suites located close to the beach. New amenities for 2005 include Butler Service for top category suites and Red Lane Spa, combining European traditions with a Caribbean flair.

### **Beaches Caribbean Adventure with Sesame Street**

As a proud sponsor of Sesame Street, Beaches Resorts is pleased to welcome some fun and furry friends to all of its island locations. Year-round activities are offered at Beaches from character dining with favorite Sesame Street friends Elmo, Zoe, Cookie Monster and Grover, to parenting seminars and special themed weeks featuring live performances by members of the Sesame Street cast. Baking cookies with Cookie Monster, learning to dance with Zoe and Storytime with Elmo are some more of the once-in-a-lifetime memories families will not soon forget.

### **Grownup Fun in the Sun with Kids in Tow**

Beaches Resorts makes adults of all ages true believers in the phrase "fun for the whole family." Grown ups appreciate the resorts' multitude of activities and amenities such as golf, tennis, an array of land and water sports, including scuba diving with professional instruction, as well as indulging in its world-class Red Lane Spas. Highly trained Ultra Nannies can take care of the children, giving parents a vacation all their own.

### **Single Parent Fun Months: Rx for Solo Parents**

At Beaches, there truly is something for everyone. Millions of American children live in single parent households and the last worry these hardworking parents need is to pay an extra "single supplement fee" while planning a well-earned vacation with their kids. Beaches Resorts waives this fee various times throughout the year, providing a more affordable opportunity for single parent families to enjoy a Beaches vacation. Single parent receptions and planned adult socials (naturally during kids' only movies nights) join a variety of interactive games, contests and tournaments, providing families with opportunities to reconnect with each other as well as with other guests.

### **Voted The World's Best**

Voted the World's Best Family All-Inclusive Resorts by travel agents and the World Travel Awards every year since its inception. Beaches Resorts offers four locations: **Beaches Negril Resort & Spa**, the flagship property located in Negril, Jamaica; **Beaches Turks & Caicos Resort & Spa** in Providenciales, Turks & Caicos; **Beaches Sandy Bay** in Negril, Jamaica and the newest beaches to join the family, **Beaches Boscobel Resort & Golf Club** in Ocho Rios, Jamaica. The Beaches experience continues to expand as plans are underway to build a new resort on the beautiful island of St. Lucia.

Beaches Resorts is the Caribbean's #1 Ultra all-inclusive resorts for families, for fun, for everyone! For more information about Beaches Resorts, call 1-800-BEACHES or visit the Web site at [www.beaches.com](http://www.beaches.com).

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