

Sesame Street Sponsors

The Public Broadcasting Service

PBS is a nonprofit media enterprise that serves the nation's 348 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), PBS KIDS GO! online (www.pbskidsgo.org), PBS Parents (www.pbsparents.org), PBS TeacherSource (www.pbs.org/teachersource), PBS TeacherLine (www.pbs.org/teacherline), 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 one of the most trafficked dot-org Web sites in the U.S.*. PBS is headquartered in Arlington, Virginia.

**Source: Nielsen//NetRatings April 2006 Domain Report (U.S., Home and Work)*

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.



i'm lovin' it

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. To learn more about Ronald McDonald House Charities, visit 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 Resorts features spacious suites located close to the beach. New amenities include personalized Butler Service, Red Lane Spas and Preston Bailey Signature WeddingMoons and FamilyMoons.

Beaches Caribbean Adventure with Sesame Street

As a continued sponsor of *Sesame Street*, Beaches Resorts is proud to be the Caribbean home of some furry friends at all four of its island resorts. *Beaches Caribbean Adventure with Sesame Street* features year-round exclusive activities and fun dining with favorite *Sesame Street* friends Elmo, Zoe, Cookie Monster, Grover and Bert and Ernie. Guests can enjoy a host of activities including exclusive Live Stage Shows by *Sesame Street* characters to guests each week. Special themed weeks in September and October also feature special discounts, parenting seminars and live performances by members of the *Sesame Street* cast.

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. Teens and Tweens will love the resorts Xbox Game Oasis Centers as well as Beaches very own Pirates Island water theme parks.

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 and a brand new seaside Italian Village at Beaches Turks & Caicos Resort & Spa.

Beaches Resorts is the Caribbean’s #1 Ultra all-inclusive resorts for families. For more information about Beaches Resorts, call 1-800-BEACHES or visit the Web site at www.beaches.com.



About Procter & Gamble and Pampers

Three billion times a day, P&G brands touch the lives of people around the world. Our corporate tradition is rooted in the principles of personal integrity, respect for the individual, and doing what's right for the long-term.

Our company makes, markets and sells one of the largest and strongest portfolios of trusted, leadership brands around the globe including Pampers, Tide, Ariel, Always, Pantene, Bounty, Folgers, Pringles, Charmin, Downy, Iams, Crest, Actonel, Oral-B, Duracell, Braun, Wella, Gillette and Olay. P&G sales total more than \$51.4 billion worldwide.

What began as a small, family-operated soap and candle company more than 165 years ago, now provides products and services of superior quality and value to consumers in 160 countries. The P&G community today consists of nearly 140,000 people working in almost 80 countries worldwide.

Parents know Pampers as P&G's largest global brand and the world's top-selling diaper. For more than 40 years, Pampers has been helping to improve life for babies and toddlers and the parents who care for them. Our business is inspired by babies and toddlers--created by Pampers.

Beyond product news, parents look to Pampers for tips and advice about their baby's changing and developing needs. That's why Pampers uniquely offers insight online from The Pampers Parenting Institute—an expert and diverse advisory board of renowned maternal/child health care professionals. So whether dad wants to learn more about skin care for his newborn, or mom wants to know how to help her 1-year-old get a better night's sleep, Pampers can help.

From the early days of pregnancy, through potty training years and time to learn bathroom independence, Pampers is there with a family of products. Pampers Baby Dry is one of Pampers' most popular lines of diapers for babies and toddlers. Pampers Baby Dry with UltraAbsorb™ Core and contoured fit helps keep babies dry, even overnight, for restful nights and bright mornings. And staying dry and comfortable is just one of the many tips offered at Pampers.com to help babies—and their parents—get a good night's sleep, to wake up rested and ready for days full of fun and learning.

For more information on Pampers and the Pampers Parenting Institute, visit www.pampers.com.



Everydaykidz™ Fact Sheet Learn.Breathe.Play.

What is the Everydaykidz™ program?

Everydaykidz.com is an important online resource for parents who want to learn how to effectively manage their child's asthma. AstraZeneca, a pioneer in pediatric respiratory research, developed Everydaykidz with support, learning and fun in mind. It is for moms, dads, and families to help kids with breathing problems connect by using educational tips and activities. It's specifically designed to help asthma treatment become part of your child's daily routine.

Everydaykidz walks parents through the disease from signs and symptoms to treatment options and even providing on-going guidance for the daily management of asthma. Everydaykidz members receive newsletters filled with helpful tips and insights into "how to cope" with asthma.

The Facts on Pediatric Asthma in Simple Language

- What happens during an asthma episode?
- How to recognize common asthma symptoms
- Understanding a child's asthma triggers

Important Information on Asthma Treatments

- The difference between quick relief and control medications
- The importance of preventive therapy and compliance
- What parents should know about nebulizers and inhalers

Advice to Help Parents and Doctors Work Together

- A parent's role in preparing an action plan
- Some questions to ask for a productive parent/doctor discussion
- A checklist to prepare for the doctor's visit

Helping Others Understand Asthma

- How parents can have others involved in the care of their child's asthma

Information on How Parents Can Take Care of Themselves

All of this information can also be found in Spanish at NiñosSaludablez.com.

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