



The nonprofit educational organization behind *Sesame Street* and so much more

## Sesame Workshop At A Glance

### **Who We Are**

Sesame Workshop is a nonprofit educational organization making a meaningful difference in the lives of children worldwide by addressing their critical developmental needs.

### **What We Do**

The Workshop develops innovative and engaging educational content delivered in a variety of ways — including television, radio, books, magazines, interactive media, and community outreach. Taking advantage of all forms of media and using those that are best suited to delivering a particular curriculum, the Workshop effectively and efficiently reaches millions of children, parents, caregivers, and educators — locally, nationally and globally.

### **Why We Do It**

The Workshop is committed to the principle that all children deserve a chance to learn and grow; to be prepared for school; to better understand the world and each other; to think, dream and discover; to reach their highest potential.

### **How We Began**

Sesame Workshop was founded over thirty eight years ago as Children’s Television Workshop. Identifying a specific need to help children from low-income families be prepared for school, the Workshop’s founders shared a common goal: to use the medium of television as a tool to help children learn. This group of visionary educators, researchers, psychologists, child development experts, artists, writers and musicians pioneered the concept of entertaining, enriching television that could measurably enhance the lives of millions of educationally disadvantaged youngsters. From this collaboration came *Sesame Street* — now one of the single greatest educators of young children in the world.

### **How We Do It**

Research is our anchor and our compass. Sesame Workshop pioneered a model for *Sesame Street* that has proven successful for decades. We attribute much of that success to our collaborative, research-intensive approach to the development of programs and activities. The Workshop’s offerings reflect both a deep understanding of children’s developmental needs and the best ways to address those needs. As a result, Sesame Workshop’s programs and products are richer, more thoroughly researched and tested to ensure they engage children in a way that maximizes learning.

### **Who Makes This Possible**

Of course, we can’t do it alone. Through the years, we have been fortunate to partner with like-minded leaders around the world who share our vision. Their commitment — and crucial support from foundations, corporations, individuals, governments, and licensees — make our endeavors on behalf of children possible, enabling us to bring our mission to life.

Learn more about Sesame Workshop at [www.sesameworkshop.org](http://www.sesameworkshop.org).