



**SEASON 39 OF *SESAME STREET*, PREMIERING AUGUST 11 ON PBS KIDS®,
WELCOMES ITS FIRST INDIAN-AMERICAN CAST MEMBER**

***Sesame Street* Adds Math Literacy to Curriculum Focus**

Featured Celebrities Include Heidi Klum, David Beckham, Jack Black and Jessica Alba

FOR IMMEDIATE RELEASE (New York) - [Sesame Street](#), now in hi-definition for the first time, will premiere August 11 on [PBS KIDS](#) (check your local listings), the new season of the critically-acclaimed preschool series will merge two crucial areas: mathematics and literacy.

Research shows that while all young children have knowledge about everyday arithmetic, language skills can be a barrier for them to explain their mathematical thinking. This language deficit may be one reason why low-income children generally perform lower on tests of mathematical abilities than middle-income children. To address this gap, the 39th season of *Sesame Street* will put mathematical reasoning into words across the different formats of the hour (street stories, live action films, and animation).

"The amount of 'math talk' children are exposed to during the preschool years directly correlates with their future understanding of mathematical language and concepts," comments Dr. Rosemarie Truglio, Vice President of Education and Research, Sesame Workshop. "This season's curricular focus is designed to help children put their mathematical thinking into words and talk about how they solve problems."

This season will feature new "street" scenes designed to expand a child's mathematic vocabulary. For example: Max the Magician (played by Will Arnett) performs tricks for Rosita, Elmo, Big Bird and Chris. Max's friends are amazed yet he cannot reveal his techniques because of the Magicians Code of Honor. In the end, Chris reveals that it's not magic that he's performing, but it's all math! Other new episodes include: Legend has it that the Golden Triangle of Destiny is on Sesame Street and Minnesota Mel (a parody of Indiana Jones) is there on an adventure to find it. It is the rarest, most beautiful triangle in the whole world. Unfortunately, Minnesota Mel is unable to finish his search, but since Telly Monster is a triangle lover, he will try to find it in a series of wacky adventures. Chris is doing his laundry at the Sesame Street Laundromat. While he is folding his clothes,

he discovers that a sock is missing. All socks come in pairs so he needs to find the matching sock, but when Abby appears and performs her new "two trick," sock chaos ensues in the Laundromat!

"*Sesame Street* has been helping children learn to count from day one, but this year we delve deeper into math principles. Of course we do it the Sesame way, with humor and references to pop culture," add Carol Lynn Parente, Executive Producer. "We have exciting new additions to the show that begin with an updated set, the *Sesame Street* neighborhood now boasts a new and improved Hooper's store as well as the addition of a Laundromat. We also have two brand new formats, "Murray Has a Little Lamb," shot all on location and "Bert and Ernie's Great Adventures," done entirely in claymation."

Season 39 will also include:

- A new cast member, "**Leela**," a young Indian-American who embraces her heritage and culture as she begins her life on *Sesame Street*. Leela has taken a job in the new Laundromat next to Hooper's Store and enjoys singing, dancing and helping her friends on *Sesame Street*.
- Murray will be seen in a new regular segment, ***Murray Has a Little Lamb***. This interactive-bilingual segment encourages cognitive thinking skills and exposes children to Spanish as viewers follow Murray on a journey to discover what kind of school, such as karate, cooking, or dance, his lamb friend, Ovejita ("little lamb" in Spanish), is taking him to visit. As all of Ovejita's clues are in Spanish, she leads Murray all over the city in search of visual hints which are hidden via hot dog carts, magical trees, moving statues, and other unlikely places!
- ***Bert and Ernie's Great Adventures***, animated by award-winning company, Misseri Studio, in Italy. Each episode begins with Bert's bed tappin' to the rhythm of the opening theme song which transports the pair into a world of adventure with fantastical environments. These best friends might not always agree, but through their creative imaginations and humorous stories they will show children how to take on other's perspectives, cope with emotions, resolve conflicts, and most of all, how to be a friend.

Based on the popularity of last season's "Word on the Street" segments, season 39 will feature additional "Word on the Street" installments to help enhance vocabulary. Each episode begins with Murray interacting with people on the street and introducing new words such as "octagon," "scrumptious," "persistence," "insect" and "compliment." The 26 new words are repeated later as part of the "street" story and in a series of hilarious celebrity segments further defining the meaning of the day's word.

Parents and caregivers will be laughing along with their children as the new season features hilarious segments with A-list celebrities including **Will Arnett, Feist, Jessica Alba, David Beckham, Heidi Klum, Brian Williams, Neil Patrick Harris, Sandra Oh, Jack Black, Jenny McCarthy, Feijoo Sisters** and **Jason Taylor**. *Sesame Street* continues in its play on pop culture with all new parodies including: "30 Rocks," "Pre-School Musical" and "Are You Smarter Than an Egg Layer."

Later this fall, www.pbskids.org will be updating its virtual *Sesame Street* neighborhood at www.pbskids.org/sesame. Children will find a more immersive *Sesame Street* feel, more character games, "Word on the Street" clips and other new content to extend the learning experience.

Season 39 of *Sesame Street* is funded in part by a grant through the Public Broadcasting Service and the Corporation for Public Broadcasting, and public television viewers. *Sesame Street* is underwritten in part by the McDonald's Corporation, Beaches Family Resorts, Earth's Best, New Balance and American Greetings.

Furthermore, after two years of extensive research and development, [Sesame Workshop](http://www.sesameworkshop.org), the nonprofit educational organization, will be launching an all new totally re-designed web site, www.sesamestreet.org, August 11th. With more preschoolers going on line, and in an effort to make sure that the internet and other media platforms are reliable for children, Sesame Workshop has created a media experience designed to engage and educate children and their caregivers.

About Sesame Workshop

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*. In addition, multimedia needs-driven initiatives provide families tools for addressing such issues as children's health, military deployment and emergency preparedness. As a nonprofit, product proceeds and philanthropic support endow Sesame Workshop's educational research and creative content for children around the world. Learn more at www.sesamestreet.org.

About PBS KIDS and PBS KIDS GO!



PBS KIDS, for preschoolers, and PBS KIDS GO!, for early elementary school kids, are committed to providing the highest quality non-commercial content and learning environment for children across the country. Providing age-appropriate, diverse programming for kids, PBS KIDS and PBS KIDS GO! programs consistently earn more prestigious awards than any other broadcast or cable network. 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 (pbskids.org), PBS KIDS GO! online (pbskidsgo.org), PBS Parents (pbsparents.org), PBS Teachers (pbsteachers.org), PBS KIDS Raising Readers and literacy events across the country, PBS is providing the tools necessary for positive child development. PBS is a nonprofit media enterprise owned and operated by the nation's 355 public television stations, serving more than 73 million people each week and reaching 99% of American homes.

###

Press Contacts:

Ray Hammerman/Alicia Durand
Sesame Workshop
212-875-6434/212-875-6223

Stephanie Baumuel/Gina Owens
FerenComm for Sesame Workshop
212-983-9898



sesameworkshop.
The nonprofit educational organization
behind Sesame Street and so much more