



# PRESS RELEASE

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## M&T BANK SPONSORS *SESAME STREET PRESENTS: THE BODY* IN BUFFALO

Buffalo Museum of Science offers reduced admission to  
M&T Bank cardholders

**BUFFALO, NY (February 22, 2010)** – The Buffalo Museum of Science has recently announced that M&T Bank will be the local sponsor for *Sesame Street Presents: The Body*, a nationally touring exhibition opening at the museum on Saturday, February 27, 2010.



**M&T Bank**

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*Sesame Street Presents: The Body* is an interactive exhibition all about you! The exhibit teaches families about how to maintain a healthy lifestyle, especially at an early age. The concept is a result of Sesame Workshop's initiative, *Healthy Habits for Life*, created in response to the current childhood obesity crisis in the United States. Sesame Workshop, the nonprofit educational organization behind *Sesame Street*, and Thinkwell Design & Production of Burbank, CA created this interactive experience.

"This exhibit delivers a serious message in an atmosphere of fun and learning," said Shelley C. Drake, President, The M&T Charitable Foundation. "Our region has been cited in a national study as one of the least healthy in the state. Kudos to the Science Museum for once again mounting an exhibit to help our community achieve a better, healthier future."

The Buffalo Museum of Science is offering M&T Bank cardholders a \$2.00 discount on admission to the exhibition, which is normally \$8 adults 18-61, \$7 seniors 61+, \$6 children 2-17 and students with proper ID, and free for Museum Members and children under 2 years of age. To receive the discount, M&T Bank cardholders only need to present their M&T Bank card at the museum's admission desk.

The Buffalo Museum of Science recently hosted its most successful exhibit in the institution's history, Gunther von Hagens' *Body Worlds & The Story of the Heart*, which was also co-sponsored by M&T Bank. The exhibit attracted nearly 160,000 visitors from all areas of Western New York, southern Ontario, and northern areas of Pennsylvania.

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The museum's president and CEO, Mark Mortenson, expects *Sesame Street Presents: The Body* to also attract a high volume of visitors and is excited that the museum will be offering an exhibit focusing on health and wellness that is aimed towards its youngest of visitors.

"*Sesame Street Presents: The Body* is a platform from which we can encourage our youngest community members to embrace healthy habits at an early age in a fun and engaging way," comments Mortenson. "We're offering free admission to the exhibit for our members, and I know they'll want to come back more than once while it's here in Buffalo."

*Sesame Street Presents: The Body* will be open at the Buffalo Museum of Science seven days a week through June 9, 2010. For more information, visit [www.sciencebuff.org](http://www.sciencebuff.org).

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**About Sesame Workshop:**

Sesame Workshop is the nonprofit educational organization that revolutionized children's television programming with the landmark *Sesame Street*. The Workshop produces local *Sesame Street* programs, seen in over 140 countries, and other acclaimed shows to help bridge the literacy gap including *The Electric Company* and *Pinky Dinky Doo*. Beyond television, the Workshop produces content for multiple media platforms on a wide range of issues including literacy, health and military deployment. Initiatives meet specific needs to help young children and families develop critical skills, acquire healthy habits and build emotional strength to prepare them for lifelong learning. Learn more at [www.sesameworkshop.org](http://www.sesameworkshop.org).

**About Thinkwell Design & Production:**

From blank page to opening day, Thinkwell Design & Production specializes in the creation of story-driven exhibits, attractions, live shows and environments. Their clientele is made up of museums, theme parks, Fortune 500 companies and destination resorts, including the Museum of Science and Industry, Fernbank Museum of Natural History, Sesame Workshop, Universal Studios, DreamWorks SKG, Paramount Parks, and others. Thinkwell takes a holistic approach to design, bringing years of experience in design, education, operations, and marketing to create unique, immersive experiences that both entertain and educate. For more information, please visit [www.thinkwellgroup.com](http://www.thinkwellgroup.com).

**About the Buffalo Museum of Science**

The Buffalo Museum of Science is the non-profit educational institution dedicated to the study and interpretation of the natural and physical sciences. Its extensive collections of over 700,000 specimens and artifacts represent all facets of the natural world with an emphasis on Western New York as well as man-made objects spanning the globe. Based at 1020 Humboldt Parkway and anchoring Buffalo's East Side in Olmsted-designed Martin Luther King, Jr. Park since 1929, the Museum presents a wide variety of programs and services for children, teachers, families, adults, and community organizations throughout each year. The Museum also operates Tifft Nature Preserve in South Buffalo, a 264-acre urban wetland preserve on reclaimed former industrial land and seasonally sponsors archaeological exploration at the Hiscock Site in nearby Genesee County, NY, one of North America's richest Ice Age sites. For further information on the Museum and its upcoming activities, call 716-896-5200 or visit [www.sciencebuff.org](http://www.sciencebuff.org).

**About M&T Bank**

M&T Bank, the principal bank subsidiary of Buffalo-based M&T Bank Corporation (NYSE:MTB), has more than 750 branch offices located in New York, Pennsylvania, Maryland, Virginia, West Virginia, Delaware and the District of Columbia. For Further Information visit [www.mtb.com](http://www.mtb.com).