



# PRESS RELEASE



## FOR IMMEDIATE RELEASE

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## SESAME STREET IS COMING TO THE BUFFALO MUSEUM OF SCIENCE SESAME STREET PRESENTS: THE BODY OPENS FEBRUARY 27, 2010

**BUFFALO, NY (January 27, 2010)** – Can you tell me how to get to Sesame Street? It's easy! Simply visit *Sesame Street Presents: The Body* at the Buffalo Museum of Science between February 27 and June 9, 2010. The exhibit is locally sponsored by M&T Bank.

*Sesame Street Presents: The Body* is an interactive exhibition all about you! 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. *Sesame Street Presents: The Body* teaches families about how to maintain a healthy lifestyle, especially at an early age.

Sesame Workshop launched the *Healthy Habits for Life* initiative in May 2004, on Capitol Hill, to harness the power of *Sesame Street* to guide children and their caregivers through lessons related to healthy eating, the importance of physical activity, and other healthy habits such as hygiene and rest. Featuring a coalition of partners and an advisory board of health, nutrition, fitness and education experts, the program was created to develop and distribute multimedia, age-appropriate content.

*Sesame Street Presents: The Body* offers an engaging, free-flowing learning experience set in the fun, familiar and reassuring world of *Sesame Street*. The loveable *Sesame Street* Muppets anchor an exciting collection of hands-on, interactive multimedia experiences that allow children to explore the human body and how to keep it healthy. Each exhibit area has multiple activities to provide age-appropriate and exciting learning opportunities for children at a variety of developmental levels. The exhibition emphasizes scientific investigation and developmental and curriculum-based learning goals for children ranging from two to eight years old. These learning goals tie into the National Science Education Standards, the Benchmarks for Science Literacy and the *Sesame Street Healthy Habits for Life* Curriculum.



Local Sponsor



Photo: Danny Feld  
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“Each component of *Sesame Street Presents: The Body* is geared toward children’s natural excitement about learning,” added Jane Park, Director of Content, Sesame Workshop. “We believe that children learn best through active participation and self-discovery. The interactive exhibit features a wide range of opportunities for children to observe, investigate, experiment and talk about what they are learning with their parent or caregiver. Thinkwell has done a superb job of incorporating our content and characters with their design.”

“*Sesame Street Presents: The Body* is an amazing educational attraction,” says Joe Zenas, Principal of Thinkwell Design and

Production. “It is a hands-on, interactive learning experience that uses *Sesame Street* and its incredible cast of characters to deliver real science and education in wildly kinetic, imaginative and unforgettable ways.”

*Sesame Street Presents: The Body* features four different education zones related to the human body:

### **1. How You Work**

Whether you are exercising, playing, dancing or even sleeping, your body is always hard at work. In “How You Work,” kids can put their bodies to the test in “Super Grover’s Obstacle Course,” a physical movement station that encourages kids to crawl, jump, balance and climb.

### **2. Your Insides**

“Your Insides” is an exploration of what goes on inside the body. Activities include the “Count’s Organ Organ,” which musically teaches kids about their internal organs’ locations and functions; “Digestion with Oscar,” a display that shows kids what happens to food when they eat it; and “Oscar’s Sneeze Machine,” where children pull a lever to irritate a big nose that actually sneezes on them!

### **3. Your Outsides**

Children learn to identify different body parts, learn what they do, and explore the many ways they can put them to use. Exhibits include “Your Wonderful Hands,” featuring puzzles, sign language games, shadow puppets and more; “Your Legs and Feet,” an interactive exhibit that shows what happens when you put your legs in motion, and “Use Your Head,” a play-along question and answer game show about the parts of the head.

### **4. Staying Healthy**

Learn how staying clean, eating healthy foods, and getting plenty of physical activity as well as sleep can help the body stay healthy. Ernie and Rubber Ducky get kids started in “Rub-A-Dub Tub,” a silly game that shows them just how much fun staying clean can be. Then it’s on to “Mr. Hooper’s Store,” where children scan groceries and learn specific messages about how different healthy meals are good for their bodies and “Baby Bear’s Mini Mart,” a toddler-sized activity area where children can stock up on a variety of colorful, healthy foods.

There is an online component that allows children and their adult caregivers to further explore and learn about the subject at hand. The Web site, [www.sesamestreetpresents.org](http://www.sesamestreetpresents.org), is designed so that children and adult caregivers can explore the exhibit prior to their visit and caregivers can download guides and educational material.

*Sesame Street Presents: The Body* will be at the Buffalo Museum of Science for a limited time, February 27 – June 9, 2010.

### **ADMISSION**

Admission to *Sesame Street Presents: The Body* is included with general museum admission (\$8 adults 18-61, \$7 seniors 62+, \$6 children 2-17, students & military with ID) and free to museum members and children under 2 years of age.

**GROUP RESERVATIONS (minimum 10 guests)**

Group rates are \$5 per child. One chaperone is required (free) for every 10 children. Additional chaperones are \$5.75. Group reservations must be made in advance by calling 716.896.5200 x338.

**HOURS**

Beginning February 27, 2010, the museum will be open seven days a week, Sunday-Saturday, 10am – 4pm.

**PARKING**

Free parking is available in the museum parking lot.

For more information, visit [www.sciencebuff.org](http://www.sciencebuff.org) or call the Buffalo Museum of Science at 716.896.5200.

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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 Tiff 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).