PBS KIDS®

PBS is proud to have been the home of Sesame Street for 44 years. As partners in developing content for children that positively develops the whole child, PBS KIDS and Sesame Workshop continue to evolve to meet the needs of today’s children, embodying the shared mission of offering all children the opportunity to explore new ideas and new worlds through multi-platform content and community-based programs.

PBS KIDS, the number one educational media brand for kids, offers all children the opportunity to explore new ideas and new worlds through television, online, mobile and community-based programs. Kidscreen- and Webby-award winning pbskids.org provides engaging interactive content, including the PBS KIDS video player, now offering free streaming video accessible on computer- and mobile-device-based browsers. For more information on specific PBS KIDS content supporting literacy, science, math and more, visit pbs.org/pressroom, or follow PBS KIDS on Twitter and Facebook.

Corporation for Public Broadcasting (CPB)

The Corporation for Public Broadcasting (CPB) is a private, nonprofit corporation created by Congress in 1967, and is a steward of the federal government’s investment in public broadcasting. CPB helps support the operations of more than 1,300 locally-owned and -operated public television and radio stations nationwide, and is the largest single source of funding for research, technology, and program
development for public radio, television and related online services. For more information, visit http://www.cpb.org/.

Beaches Resorts

The Luxury Included® Family Vacation For Everyone

When it comes to family vacations, no other resort company in the world offers more quality inclusions than Beaches Resorts. With three spectacular locations on the most beautiful beaches in Turks & Caicos and Jamaica, Beaches Resorts is the ultimate family getaway and the most comprehensive vacation available in the Caribbean. The Beaches Luxury Included vacation includes: gourmet meals and Discovery Dining; premium brand wine and spirits including an exclusive partnership with California’s legendary Beringer Vineyards; luxurious accommodations; a wide array of land and watersports including snorkeling and SCUBA for certified divers; airport transfers; and even gratuities. With additional amenities including Butler Service++; Red Lane® Spas++, featuring services and treatments inspired by the region and Beaches WeddingMoons++, where you can have the Caribbean wedding you always dreamed of in one of the most romantic places on earth, Beaches Resorts truly offers something for every member of the family.

Beaches Resorts Caribbean Adventure with Sesame Street®

As a continued proud sponsor of Sesame Street®, Beaches Resorts offers another exclusive for families, the Beaches Resorts Caribbean Adventure with Sesame Street®, where kids can spend their vacation with their favorite friends from the Sesame Street® gang. Here, children can enjoy exclusive daily activities such as: “Story Time with Elmo,” “Baking Cookies with Cookie Monster,” “Exploring with Grover,” “Discovering Magical Treasures with Abby Cadabby,” “Making Number Magic with The Count,” “Bird Watching with Big Bird,” a “Rock ‘N Roll Dance Party with Elmo & Friends,” a “Surprise Tea Time with Abby Cadabby and Elmo,” an exciting “Super Science Fair with Super Grover” and turning “Trash to Treasures with Oscar the Grouch” exclusively at Beaches Ocho Rios Resort & Golf Club.
are also special character breakfasts++, celebratory parades, exciting stage shows and character tuck-ins++ with everyone’s favorite furry friends.

**Grown-up Fun in the Sun with Kids in Tow**

Beaches Resorts makes adults and kids of all ages true believers in the phrase “fun for everyone!” Here they’ll enjoy fun like: outrageous waterparks complete with waterslides and Surf Simulator+; Xbox 360® Play Lounges featuring Kinect™ for Xbox 360; and exclusive Kids Camps with a full schedule of age-appropriate activities. Additionally, teen and tween programming will keep coming-of-age guests on their toes, whether dancing the night away at the aqua-themed nightclub Liquid; learning how to spin vinyl at the Scratch DJ Academy®++; lounging and mingling with new friends at Trench Town; or enjoying a variety of arts and crafts.

**More Beaches Resorts Excitement to Come!**

Beaches Resorts is part of the Sandals Resorts family, the Caribbean’s largest operator of Luxury Included® resorts, and has been voted the World’s Best Family All-Inclusive Resorts for 15 years in a row. Additionally, Beaches Resorts has received the TripAdvisor® Traveler’s Choice Award for 2013. Beaches Resorts offers three locations on the Caribbean’s best beaches: Beaches Turks & Caicos Resort Villages & Spa, the flagship property located in Providenciales, Turks & Caicos; Beaches Negril Resort & Spa in Negril, Jamaica; and Beaches Ocho Rios Resort & Golf Club in Ocho Rios, Jamaica.

For more information about Beaches Resorts, call 1-800-BEACHES (1-800-232-2437) or visit the website at [http://www.beaches.com/](http://www.beaches.com/).

++ At Beaches Turks & Caicos Resort Villages & Spa only

+++ For an additional fee

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**EARTH’S BEST®**

The Earth’s Best® brand was founded nearly 30 years ago on the belief that babies should begin their lives eating wholesome, pure foods harvested by organic farming practices that help to enrich
the earth’s soil and water supplies for future generations to come. That belief still holds true today as Earth’s Best celebrates nurturing babies the purest way.

At its inception, Earth’s Best consisted of only six jarred food varieties. Over time, the brand has grown to include a complete line of organic infant foods, all made without the use of potentially harmful chemical fertilizers and pesticides, including: infant formulas with DHA and ARA, cereals, over 70 jar varieties in single and unique flavor combinations for all stages of a baby’s life, plus 35 infant purees in convenient pouches, perfect for on the go and teething biscuits. The brand’s more recent introductions include Earth’s Best Sesame Street toddler foods including: Organic Fruit Yogurt Smoothies, baby body care products made with organic ingredients, earth-friendly Chlorine Free Diapers and Wipes and a line of all-natural home cleaning products. With such an extensive product line, Earth’s Best helps ensure that we nurture babies from head to toe with products that are not only “better for baby,” but better for the environment.

Earth’s Best Supports the “Healthy Habits for Life™” Initiative - 2005

With a strong belief that organic foods are best for children of all ages, Earth’s Best introduced a line of Sesame Street organic toddler products in partnership with Sesame Workshop and its “Healthy Habits for Life” initiative, providing a great start to a lifetime of good health. This campaign utilizes a coalition of partners and an advisory board of health, nutrition, fitness and education experts to develop and distribute multi-media, age-appropriate information targeted to preschoolers and their caregivers, empowering them with knowledge and positive attitudes about their bodies, while providing tools to encourage a great start to a lifetime of good health. The Earth’s Best Sesame Street line launched with breakfast cereals and snacks and later expanded to include organic soups and pastas in cans with a non-BPA lining, fruit and yogurt smoothies and frozen foods. All Earth’s Best Sesame Street products are specially formulated for toddlers with iron, zinc and six B vitamins.

Earth’s Best further supports the “Healthy Habits for Life” program in-store via packaging and point of sale materials, as well as print advertising and a specific destination of product and nutritional information at www.earthsbest.com. All Earth’s Best Sesame Street packaging contains fun, educational activities for children and proudly displays the “Healthy Habits for Life” icon. Brochures are distributed with activities for children and tips for parents on how to encourage healthy eating habits for their children and the entire family. The Earth’s Best website promotes further the benefits of living a healthy lifestyle and making the right food choices. Sesame Workshop, the nonprofit education organization behind Sesame Street, puts the proceeds it receives from sales of its products right back into Sesame Street and its other project for children at home and around the world.

For more information on Earth’s Best and how you can incorporate healthy eating into your family’s daily life, visit www.earthsbest.com.

Earth’s Best® is a registered trademark of The Hain Celestial Group, Inc.
PNC recognizes that learning in a child’s early years is essential for their long-term success, and is pleased to return as an on-air sponsor of Sesame Street for a fifth year. PNC Grow Up Great and PNC Crezca con Éxito, its bilingual early childhood education program, is a $350 million, multi-year initiative founded by The PNC Financial Services Group (pnc.com) in 2004 to help prepare young children for success in school and life. Grow Up Great focuses on helping at-risk children during the first five years of life, which research has shown is critical to long-term achievement. Through the program, PNC provides innovative opportunities that assist families, educators and community partners to enhance children’s learning and development.

PNC is one of the nation’s largest diversified financial services organizations with assets of more than $301 billion. The company grew two-fold during the past decade and operates primarily in 19 states and the District of Columbia and includes national and international business operations. To keep pace, Grow Up Great expanded in 2011 to serve PNC’s existing communities and introduce the program in its new Southeast U.S. markets.

Since the launch of Grow Up Great, PNC has continued to grow its school readiness initiative by working with Sesame Workshop to address relevant issues in early education.

- **For Me, for You, for Later: First Steps to Spending, Sharing, and Saving™** (April 2011) – The fourth in a series of bilingual multi-media outreach kits produced by Sesame Workshop for PNC, the kits provide parents, caregivers, and educators with resources to turn everyday moments into financial learning experiences.

- **Happy, Healthy, Ready for School: Math Is Everywhere** (Sept. 2010) – This multimedia educational kit contains an original Sesame Street™ DVD, parent and educator guides, and an activity book. Together with the prior multimedia kits created by Sesame Workshop, PNC has distributed more than 2.6 million kits for free through its bank branch network and online at pncgrowupgreat.com and sesamestreet.org to help children and families broaden their learning opportunities.

- **One World, One Sky: Big Bird’s Adventure** (Nov. 2008) – With major support from the PNC Foundation, Sesame Workshop developed this cross-cultural planetarium show, intended for children ages 4-6. Viewed within planetariums or mobile domes, the show provides an enriching, exciting and interactive introduction to astronomy. Elmo, Big Bird and Hu Hu Zhu a Muppet from Zhima Jie, the Chinese co-production of Sesame Street, observe the stars and take an imaginary trip to the moon, to the delight of children in both the United States and China.
PNC has distributed more than $60 million in grants to Head Start and other organizations that support early childhood education. The funding has helped establish innovative school readiness programs for preschoolers in math, science, the arts and financial education.

- More than 1.75 million children have benefited from PNC-funded programming.
- More than 110,000 teachers have received essential professional development from grants funded by the PNC Foundation.

PNC executives have elevated discussions about the importance of access to quality early childhood education. PNC Executive Chairman James E. Rohr serves as honorary chair of the Pennsylvania Early Learning Investment Commission along with Pennsylvania Governor Tom Corbett. Comprised of business leaders from across the state, the commission seeks support for public investment in early learning. For his many efforts to benefit early childhood education, Sesame Workshop honored Rohr and PNC with its Corporate Leadership Award in 2007.

In addition to Sesame Workshop, PNC works in partnership with National Head Start Association as well as leading national and local organizations across its multi-state region. To provide issue expertise and guidance for the program, PNC has assembled an Advisory Council of early childhood experts from academia and leading nonprofit organizations.

In 2009, PNC launched Grow Up Great with Science, an initiative which supported 14 regional science centers and nonprofit organizations to enhance early science education for underserved preschool children. Since then, early science initiatives have grown to approximately $11 million in total funding to 27 regional science centers in 14 states and the District of Columbia. The program provides professional development for teachers, enhances children’s science activities, offers families free visits to the centers and encourages the sharing of best practices.

In addition, PNC has funded many arts and cultural institutions to create programming for young children. Studies have shown that an arts-rich environment helps them succeed in school and improves cognitive learning skills. With its expansion into southeast markets, PNC has brought together arts and science initiatives to leverage the two disciplines on behalf of pre-K students in North Carolina and Georgia, and with additional partners in Florida where PNC has had a presence.

Through a progressive policy that permits 40 hours a year of paid time off to volunteer, PNC encourages employee involvement to help young children succeed in school and life. Since the initiative’s launch, approximately 33,000 employees have volunteered more than 335,000 hours. Employees or groups of employees who volunteer a target number of hours earn PNC Foundation grants that are donated to the preschool in the employee’s name. To date, the grants have totaled more than $1 million. In addition, employees have contributed more than 500,000 items for use in classrooms or for the personal well-being of preschool children.
For more information about PNC Grow Up Great, please visit www.pncgrowupgreat.com, www.facebook.com/pncgrowupgreat and www.youtube.com/PNC or follow @PNCGrowUpGreat on Twitter.

UnitedHealthcare

UnitedHealthcare shares Sesame Street's passion for encouraging kids to be healthy and stay healthy. UnitedHealthcare serves more than 10 million children through individual, employer and state Medicaid benefit plans.

A proud sponsor of Sesame Street, UnitedHealthcare is a long-time supporter of nutritional, exercise and obesity-avoidance programs and supports a wide range of initiatives and services across the country that promote healthy habits for life. Healthy children equal stronger communities, and UnitedHealthcare has partnered with Sesame Workshop to provide the resources children need to grow healthy and stay healthy.

Sesame Street and UnitedHealthcare: Partners in Healthy Habits for Life

With the Healthy Habits for Life partnership, UnitedHealthcare and Sesame Workshop offer tools to help parents and caregivers gain a greater understanding of the relationship between healthy habits and children’s healthy growth. UnitedHealthcare supports the following Sesame Workshop initiatives: Food for Thought: Eating Well on a Budget; Lead Away!, A is for Asthma and We have the Moves.

Together, UnitedHealthcare and Sesame Workshop developed Food for Thought: Eating Well on a Budget, a bilingual multimedia education outreach program aimed at helping low-income families make food choices that are affordable and nutritional and that set the foundation for lifelong healthy habits. Program outreach includes bilingual (English and Spanish) Food for Thought kits with an original DVD featuring the Sesame Street Muppets, a documentary showing families using a variety of strategies for maintaining healthy lifestyles despite limited financial resources, a parent/caregiver guide, child-friendly recipes, a children's storybook, plus tools and resources to help families make choices that lead to healthy growth.

Lead Away! provides families with bilingual resources designed to increase awareness about the health risks of lead, and to teach parents and children effective strategies to avoid lead exposure. The
resources meet a critical need for education on the dangers of lead. Through easy-to-implement activities and simple tips, the materials help parents and children work together to keep lead away.

* A is for Asthma* provides families with bilingual resources designed to increase their understanding and awareness of asthma. Asthma is one of the leading causes of emergency room admissions for children. By providing simple tips and positive activities for children, the project helps families learn to recognize asthma triggers and manage asthma symptoms. The materials encourage parents and caregivers to communicate closely with their child, other caregivers and their doctor to help their child maintain a healthy, active lifestyle.

Sesame Workshop and UnitedHealthcare’s *We have the Moves*, launching in 2013, provides educational and fun materials for families to help them incorporate physical activity into their daily routines.

UnitedHealthcare is part of UnitedHealth Group (www.unitedhealthgroup.com), a diversified health and well-being company, which serves one out of every eight children in the United States. Dedicated to helping people live healthier lives and making health care work better, UnitedHealth Group businesses serve more than 75 million people worldwide.

**Party City**

**Party City Is Proud To Support Sesame Street And Celebrating Life’s Special Moments.**

After opening their first store in 1986, Party City, headquartered in Rockaway, NJ, has grown to become North America’s No. 1 party retailer. The vision of providing more party for less has made Party City the largest specialty party store with more than 800 company-owned and franchise locations throughout the United States, Canada and Puerto Rico.

**Life’s Special Moments**

Growing up is filled with opportunities to learn new things and celebrate major milestones along the way. *Sesame Street* is there to teach important lessons for little ones on everything from ABCs and feelings to sharing and healthy fun. Party City is there to celebrate the joy of each and every new accomplishment! Party City believes that a first word, a first day at school and every other one of life’s special moments deserve praise, recognition and a little celebration.
Celebrate With Party City

Party City supports learning and growing by celebrating life’s most important moments. The leading party retailer specializes in everything needed for an ideal party with banners, balloons, tableware, decorations and more. Parties are a special occasion every child looks forward to no matter what time of year, and with more than 100 themes to choose from – including Sesame Street – any child can have the celebration of their dreams.

For more information about Party City, please visit us at www.PartyCity.com, “like” us on Facebook, or follow us on Pinterest, Instagram or Twitter @partycity.