TERMS OF USE

Thank you for your interest in the 2020 Census and the materials in the Sesame Workshop 2020 Census Kit! We are excited you want to join us in helping to ensure that the 2020 Census is a complete, fair, and accurate count of ALL persons living in the US — especially young children, who are one of the most undercounted demographic groups. While we are excited for you to distribute these materials, we want to make sure that you are aware of and are bound by a few rules and restrictions when using them.

1) The materials are available for you to use and distribute to others “free of charge” and include six (6) video public service announcements (the “PSA’s”), one (1) audio-only PSA, and accompanying print materials (the “Print Materials”) all of which use Sesame Street characters and all of which were prepared in both English and Spanish (the PSA’s and Print Materials are collectively referred to herein as the “Assets”). These Assets belong exclusively to Sesame Workshop.

2) You agree that you will only use the Assets in the formats as provided by Sesame, and that you will not edit, amend, dub, manipulate, or otherwise change the Assets. You may not add extra logos, change the end cards, or delete credits or copyright notices without Sesame’s permission. You are otherwise welcome to make copies of the Assets, publicly display or publicly perform them, provide links to the Assets, or replicate them as part of any promotion or social media campaign tied to encouraging people to fill out the Census, all subject to the preceding limitations.

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