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Sesame Street exhibit at Omaha Children's Museum to showcase healthy lifestyles

**New Balance steps in as National Sponsor, Children's Hospital & Medical
Center presenting locally, Exhibition by Sesame Workshop and
Thinkwell Design & Production**

OMAHA, Neb. – From May 23 to Sept. 6, 2009, Omaha Children's Museum will feature an exhibition that will show families the fun side of healthy lifestyles. **Sesame Street Presents: The Body** is an interactive exhibition designed and produced by Thinkwell Design and Production and sponsored by New Balance. *The Body* exhibit is part of Sesame Workshop's "Healthy Habits for Life" initiative, created in response to the growing crisis of childhood obesity and designed to address the importance of establishing an early foundation of healthy habits.

Sesame Street Presents: The Body offers an engaging, free-flowing learning experience set in the familiar and reassuring world of *Sesame Street*. The loveable Muppets from *Sesame Street* anchor an exciting collection of hands-on, interactive and multimedia experiences that allow children to explore the human body. 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* Curriculum for Health and Science.

"Each component of *The Body* exhibit is geared toward children's natural excitement about learning," added Anna Housley Juster, Director of Content, Sesame Workshop. "We believe that children learn best through active participation and self-discovery. The 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."

New Balance, a leading manufacturer of innovative performance footwear, is the national sponsor of *Sesame Street Presents: The Body*. The brand, which emphasizes the importance of fit and widths for kids through its "We Fit Kids" marketing campaign, will be integrated into the different interactive play areas of the exhibit, such as a "learn to tie your shoelaces" lesson and be a partner in the "Healthy Habits for Life" program. Key elements of the exhibit will be featured on

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ADD 1/SESAME STREET EXHIBIT

the New Balance website and the company will have recognition in all exhibit marketing materials.

"Sesame Street Presents: The Body offers New Balance a unique opportunity to educate moms and kids about the importance of proper footwear fit in a medium that is fun, educational and interactive," says Heffernan. "This exhibit also speaks directly to kids about the importance of leading a healthy lifestyle which has always been a key area of emphasis for New Balance."

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 learn how the heart and different muscles work as they pump, row or run in "Rosita's Locomotion" and boogie along with Grover in "Grover's Dance Party," a groovy disco.

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 eating healthy foods, staying clean, 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 healthy foods.

Children and adult caregivers can explore the exhibit prior to their visit online at: www.sesamestreetpresents.org. The site also includes guides, educational materials, and activities available for download.

About Omaha Children's Museum: Since its inception in 1976, Omaha Children's Museum has been a special place where children can challenge themselves, discover how the world works and learn through play. The mission of Omaha Children's Museum is to engage the imagination and create excitement about learning. The museum's permanent exhibits include Charlie Campbell Science & Technology Center, Creative Arts Center including the Karen Levin Artist-in-Residence Studio and Imagination Playground. In addition to its permanent exhibits, Omaha Children's Museum offers educational programs, traveling exhibitions, field trips, outreach programs, summer camps and early childhood programs.

About Sesame Workshop:

Sesame Workshop is a nonprofit educational organization making a meaningful difference in children's lives around the world. Founded in 1968, the Workshop changed television forever with the legendary *Sesame Street*. Today, the Workshop continues to innovate on behalf of children in 120 countries, using its proprietary research methodology to ensure its programs and products are engaging and enriching. Sesame Workshop is behind award-winning programs like *Dragon Tales* and *Sagwa, The Chinese Siamese Cat, Pinky Dinky Doo* and ground breaking multimedia productions in South Africa, Egypt and Russia. As a nonprofit, Sesame Workshop puts the proceeds it receives from sales of *Sesame Street, Dragon Tales* and *Sagwa* products right back into its educational projects for children around the world. Find the Workshop online at www.sesameworkshop.org.

About New Balance

New Balance, headquartered in Boston, MA, is a leading manufacturer of technologically innovative width-sized performance footwear and athletic apparel for women, men and children. The range of product categories includes running, walking, training, basketball, tennis, cleated and kids. New Balance employs more than 2,800 people around the globe and in 2005 reported worldwide sales of \$1.54 billion. For more information visit <http://www.newbalance.com>

About Thinkwell Design & Production:

Thinkwell Design & Production specializes in turnkey design and production of experience based attractions, exhibits, live shows and environments. Their clientele is made up of museums, theme parks, Fortune 500 companies and destination resorts, including Universal Studios, DreamWorks SKG, Paramount Parks, Nike, MasterCard, Lawrys and others. Headquartered in Burbank, Calif., Thinkwell also has a European production and sales office located in Barcelona, Spain. For more information about Thinkwell, visit their Web site at: www.thinkwelldesign.com. For more information, contact Kelly Ryner, Vice President, New Business Development, at kryner@thinkwelldesign.com.

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