



**SEASON 44 OF AWARD-WINNING PRESCHOOL SERIES
SESAME STREET PREMIERES SEPTEMBER 16 ON PBS KIDS
WITH A HILARIOUS NEW SEGMENT**

“COOKIE’S CRUMBY PICTURES”

**New Self-Regulation Curriculum Helps Children Learn Critical Skills Directly
Linked to School Readiness and Future Academic Success;
Additionally, Season 44 Features New Latino Neighbor “Armando”**

**Hollywood’s Biggest Stars Visit the Street, Including Charlize Theron, Usher,
Henry Cavill, Troy Polamalu, Tyler Perry, Dwight Howard, Forest Whitaker,
Anna Kendrick and Dave Matthews**

New York, New York, August 5th, 2013 – [Sesame Workshop](#), the nonprofit educational organization, launches [Sesame Street’s 44th season on PBS KIDS September 16](#) (check your local listings) with a funny new segment, “Cookie’s Crumby Pictures.” In each five-minute segment of **“Cookie’s Crumby Pictures”** children will learn many strategies and activities that promote the **self-regulation** curriculum. Additionally, *Sesame Street* viewers will get to watch the new Latino neighbor, **“Armando,”** played by actor **Ismael Cruz Córdova**. Other season highlights include new original songs and street stories; new “Elmo the Musical” segments; new animations and, as always, new hilarious spoofs and celebrity appearances!

Season 44 of *Sesame Street* continues the show’s long tradition of tackling current issues that are relevant to preschoolers and school readiness. **Self-regulation** is a set of critical skills for preschoolers that affects children socially, behaviorally and academically. Unfortunately, children often begin kindergarten without important skills, such as being able to follow directions, stay on task with focused attention and regulate their own emotions using concrete strategies. In fact, **kindergarten teachers view self-regulation as being more essential for school readiness, than academic skills, such as counting or recognizing letters**. Yet, they report that over half their students start school lacking good self-regulation abilities¹. In the short term, this affects school readiness. In the long term, poor development of self-regulation is linked with aggressive behavior, low academic achievement, delinquency and higher dropout rates².

Fortunately, self-regulation skills can be taught during the preschool years and development of these skills happens rapidly. Children can learn the behavioral strategies such as regulating emotions, controlling and

¹ Rimm-Kauffman, Pianta, & Cox, 2000

² Raver, 2002

resisting impulses and exerting self-control — skills essential for social-emotional competence and academic success.

“By modeling strategies and behaviors that promote self-regulation and executive function, *Sesame Street*’s engaging and loveable monsters and diverse human cast can help children learn important school readiness skills and life lessons,” said Dr. Rosemarie Truglio, SVP Education and Research at Sesame Workshop. “Our self-regulation curriculum offers opportunities to develop and build children’s language skills, as well as model appropriate vocabulary to express themselves, reflect on the feelings of others and learn strategies for responding to academic or social and emotional challenges.”

“**Cookie’s Crumby Pictures**” is a brand new segment that parodies the coming attractions of popular movies and reinforces the show’s **self-regulation** curriculum. For 44 years, Cookie Monster has struggled with intermittent success to consciously control his thoughts, actions and emotions. Through seven hilarious spoofs, including “Life of Whoopie Pie,” “The Spy Who Loved Cookies,” “Les Mousserables” and “The Hungry Games,” we’ll see Cookie Monster attempt to master **executive function** skills — a key component of self-regulation. He’ll display self-control (try not to eat the cookie), delayed gratification (eat the cookie later), flexible thinking (think about something else so you don’t eat the cookie), working memory (remember a strategy that worked before to keep from eating the cookie) and task persistence (being motivated to not give up while waiting to eat the cookie). Along with Cookie Monster, children will also learn about identifying and managing emotions and empathy.

Additionally, new games available on sesamestreet.org and [PBSKIDS.org/sesame](https://pbskids.org/sesame) will be launching this fall for both desktop computers and iOS/Android tablets. On sesamestreet.org, kids will steer Cookie Monster as he drives and races along different learning-themed roads to see how many laps they can complete before the cookie crumbles! Kids will need to remember, listen and follow directions as they race against the crumbling cookie in a variety of exciting executive function learning-based tracks! Preschoolers will be able to build their own cart, select from three different tracks and collect special power-ups that will aid them along the way. On [PBSKIDS.org/sesame](https://pbskids.org/sesame), kids will be able to play self-regulation-themed games based on three new “Cookie’s Crumby Pictures” segments from the show, and even more new games will be available on [PBSKIDS.org/sesame](https://pbskids.org/sesame) in the coming months.

“Cookie Monster is the poster child for attempting to master self-regulation and executive function skills and therefore the perfect character for preschoolers to identify and learn with,” said Carol-Lynn Parente, Executive Producer of *Sesame Street* and SVP of Content at Sesame Workshop.

Sesame Street is constantly evolving and has a long-standing history of modeling a diverse community. As producers were identifying the realities of the changing American population, it was important to represent that diversity in the new addition to the cast. “Armando,” a writer from Puerto Rico, will join *Sesame Street*’s bilingual community and share his heritage and culture with the rest of the neighborhood. In “Mando’s” premiere episode, it’s a Latino Festival on *Sesame Street*! The neighborhood is filled with people from all

around Latin America. “Mando” teaches Rosita and friends about how each country in Latin America is different but there is one special thing that Latinos have in common — most of them speak Spanish! The journey to find the new cast member began in August 2012 when hundreds of young hopefuls turned up for *Sesame Street*’s first-ever open casting call held in New York City. Actors showcased their Spanish fluency, comedic timing and vocal abilities during a day of auditions and subsequent call-backs. You can follow *Sesame Street*’s quest to find “Mando” [here](#).

New street stories and segments will not only highlight the 44th season’s curriculum, but also delight fans of all ages. In “Simon Says,” Simon, played by *Game of Thrones*’ Peter Dinklage, comes to Sesame Street to have players compete in the game and gives Telly and Elmo some advice on how to pay attention and follow directions. In “The Wild Brunch,” the zookeeper, played by Audra McDonald, helps Snuffy learn some strategies on remembering directions and task persistence. Additionally, a re-make of the popular *Sesame Street* song, “I Love My Hair,” is now sung in Spanish by “Mando” and the same inspirational puppet-girl from the original video.

An impressive line-up of celebrities and headline makers are featured in the new season, including Academy Award-winning and nominated actors **Charlize Theron**, **Forest Whitaker** and **Anna Kendrick**; Golden Globe-winning and nominated actors **Lauren Graham** and **Sarah Michelle Gellar**; Emmy Award-winning and nominated actors **Hank Azaria**, **Audra McDonald**, **Tyra Banks**, **Benjamin Bratt** and **Tom Bergeron**; Grammy Award-winning musicians **Usher**, **Dave Matthews** and **Romeo Santos**; *Superman*’s **Henry Cavill**; *Game of Thrones*’ **Lena Headey** and **Peter Dinklage**; *True Blood*’s **Rutina Wesley**; *The Big Bang Theory*’s **Kunal Nayyar**; *How I Met Your Mother*’s **Cobie Smulders**; *Grey’s Anatomy*’s **Jesse Williams**; *Once Upon A Time*’s **Ginnifer Goodwin**; *Mike & Molly*’s **Billy Gardell**; actors **Tyler Perry**, **John Cho**, **Josh Gad** and **J.R. Martinez**; Pittsburgh Steelers’ and NFL star safety **Troy Polamalu**; Houston Rockets’ center and NBA Slam Dunk Champion **Dwight Howard**; Los Angeles Angels’ star and three-time National League MVP **Albert Pujols**; Olympic Gold-medalist **Evan Lysacek** and musical group **Pentatonix**.

As always, *Sesame Street* is filled with hysterical moments for both children and their caregivers. This season’s spoofs include: “**Homelamb**,” a spoof of the television show *Homeland* where the sheep agents try to discover if Brody is or is not the Big Bad Wolf by comparing him to a picture of a real sheep. In “**Sons of Poetry**,” a spoof of the television show *Sons of Anarchy*, The Sons of Poetry help finish a poem by coming up with words that rhyme with “blue.”

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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 *Sesame Street* programs, seen in over 150 countries, and other acclaimed shows, including *The Electric Company*, to help bridge the literacy gap. Beyond television, the Workshop produces content for multiple media platforms on a wide range of issues including literacy, health and military deployment. Other 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.

About PBS KIDS

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 pressroom.pbs.org, or follow PBS KIDS on [Twitter](#) and [Facebook](#).

Press Contacts

Sesame Workshop

Alicia Durand/Ellen Lewis

212-875-6223/212-875-6396

Alicia.durand@sesame.org

Ellen.lewis@sesame.org

DKC

Philip Crimaldi

212-981-5131

Philip_crimaldi@dkcnews.com