



RUNNING
PRESS

***SESAME STREET* AND RUNNING PRESS TEAM UP TO BRING FUN PUBLISHING FORMATS TO FANS OF ALL AGES**

New York, August 11, 2016 – Sesame Workshop and Running Press announced today a partnership to bring classic *Sesame Street* characters and beloved stories in appealing new editions and packages, including six deluxe story book and treasury collections, an inspirational book for adults, and four titles in Running Press’s exclusive and popular mini kit format.

Running Press, known for creating irresistible books and book-related kits for top licenses, launches the partnership this fall with *A Very Elmo Christmas*, a special slip-cased edition of two popular Elmo stories, which includes holiday stickers and a Christmas countdown poster. *The Goodnight Elmo Kit*, featuring an Elmo nightlight and mini storybook, follows in February 2017, and new releases continue throughout the year, with *Sesame Street I Can Do It!: A Treasury of Stories* in April and a brand new picture book making a Fall 2017 debut.

“Running Press has embraced a very thoughtful approach presenting our favorite, furry friends in unique book formats,” said Jennifer A. Perry, Vice President and Publisher, North America Media Products at Sesame Workshop. “We look forward to expanding on our partnership and creating meaningful new *Sesame Street* content for families to enjoy and learn from together.”

“We are thrilled to be working with *Sesame Street* on such a robust publishing program,” says Running Press Publisher Kristin Kiser, who negotiated the deal. “With *Sesame Street*’s superb brand recognition and unique relationship with generations of parents, we are confident that our beautifully designed books and innovative mini kits will find a huge audience of fans who will delight in seeing their favorite *Sesame Street* characters in such engaging formats.”

About Running Press

Running Press Book Publishers has been providing consumers with an innovative list of quality books and book-related kits since 1972, under three imprints: Running Press, Running Press Miniature Editions™, and Running Press Kids. Titles cover a broad range of nonfiction categories with a focus on lifestyle and pop culture, including: food, humor, craft and activity, style and beauty, entertainment, memoir, and self-help, as well as children’s picture and board books, activity, licensed programs, and YA and middle grade fiction and nonfiction. Running Press is headquartered in Philadelphia, PA. Running Press is an imprint of Perseus Books, a publishing group within Hachette Book Group.

About Sesame Street

Sesame Workshop is the nonprofit media and educational organization behind *Sesame Street*, the pioneering television show that has been reaching and teaching children since 1969. Today, Sesame Workshop is an innovative force for change, with a mission to help kids everywhere grow smarter, stronger, and kinder. We’re active in more than 150 countries, serving vulnerable children through a wide range of media, formal education, and philanthropically-funded social impact programs, each

grounded in rigorous research and tailored to the needs and cultures of the communities we serve. For more information, please visit sesameworkshop.org.

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