

# The Sesame Street Experience for Military Families



The Sesame Street Experience for Military Families played its last show on Sunday, November 2<sup>nd</sup>. Here's a look back:

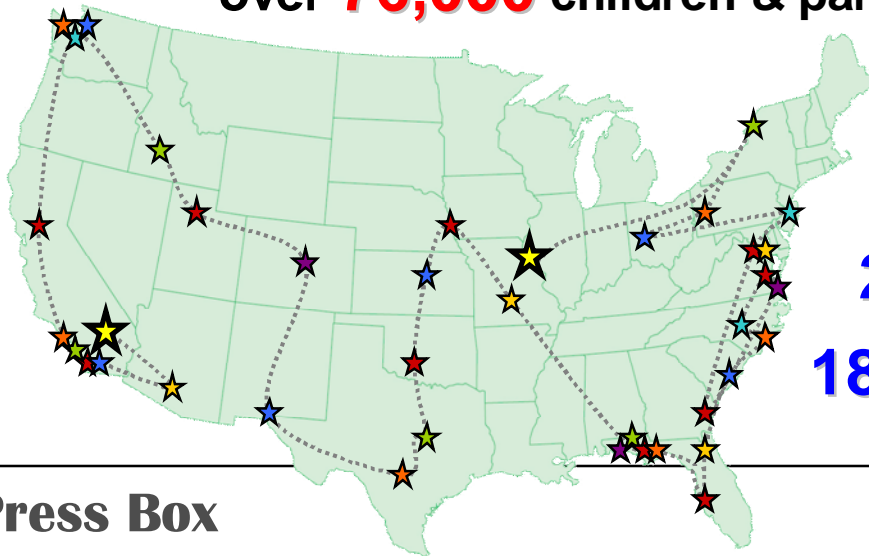
over **76,000** children & parents in attendance

**106** shows

**42** military installations

**23** states

**18** weeks



The Savannah Morning News

## Press Box

- The Tour received over **70** press hits, including national coverage on CNN and *NBC Nightly News*.
- Dozens of local press outlets covered the event. Here's a sample from *The Mount Vernon Gazette* in Virginia:

**"Elmo" And Buddies Conquer Fort Belvoir**  
USO and Sesame Street combine to ease deployment emotions  
By Chuck Hagee, Gazette, Thursday, October 23, 2008

Anyone walking inside Fort Belvoir's Wallace Theater a week ago Tuesday morning at 9:30 a.m. would [have found] a sound tsunami underway.

Nearly 900 children and their parents were screaming with delight...clapping their hands in unison, and singing along with their idols -- the legendary Muppets of Sesame Street.

For one brief hour, within the walls of that theater there were no Iraq or Afghanistan wars. No moms and dads in harm's way in a far off land. No missed holidays, birthdays, anniversaries, school plays...

Inside Wallace Theater there was the sacrosanct world of childhood under the stewardship of the most successful children's show, and its characters, ever created.

## Outreach

We gave out:

- 12,000 USO Brochures
- 33,000 *Talk, Listen, Connect* Kits
- 67,000 Elmo Twirly Lights
- 71,000 Picture Me Books
- 75,000 Muppet Postcards
- 108,000 USO Tattoos



## Feedback

"I took my toddler daughter to a show today at the NAB Little Creek, Virginia Beach, and she LOVED it! She has been missing her daddy (we have not seen him for seven months), and the little intro about the parents that are deployed and how Elmo can be sad at times really hit home.

Thank you for a wonderful production. It was a joy to see my daughter dancing and clapping the whole time..."

-Military Mom, October 2008



Stars & Stripes

