



press release

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FOR IMMEDIATE RELEASE

Elmo and Cuba Gooding Jr. Host Prime Time Special for Children of the Military

PBS 45 & 49 to Air Half-Hour Show on April 9 and April 15

KENT, Ohio — March 28, 2007 — PBS 45 & 49 will air **When Parents Are Deployed**, a half-hour special hosted by actor Cuba Gooding Jr. on Monday, April 9 at 10:30 p.m. and on Sunday, April 15 at 6:30 p.m. This special broadcast is a behind-the-scenes look at an extraordinary effort by the producers of **Sesame Street** to help the approximately 700,000 children under the age of five who are waiting for a deployed mother or father to come home.

When Parents Are Deployed reveals candid and intimate moments with the parents, caregivers and children impacted by deployment. They express how they are coping with the daily stress and fears associated with having a parent depart for military duty, and how families deal with that member when they return home after serving their country.

Sesame Workshop recently launched a partnership with Wal-Mart Stores, Inc., with additional support from The New York State Office of Mental Health (NYSOMH) and Military Child Education Coalition (MCEC), to create an educational outreach program titled “Talk, Listen, Connect: Helping Families During Military Deployment.” The program was created to help children of the military cope with the enormous separation anxiety they face when a parent is called to duty. A Web site for the project, which includes free educational kits for military families, can be found at www.sesameworkshop.org/tlc. The Web site also provides a music clip of the song “Proud” sung by Elmo and his dad. This clip can be sent electronically to a loved one accompanied by a special text message.

While interviewing the military families who were included in “Talk, Listen, Connect,” Sesame Workshop producers were continually impressed by the families’ selflessness and sense of duty. Out of this admiration and respect came the idea to make their stories available for all Americans to see. With funding from the Corporation for Public Broadcasting (CPB), Sesame Workshop created **When Parents Are Deployed**, which is geared to military parents and caregivers.

**PBS
45 & 49**

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About PBS 45 & 49

PBS 45 & 49 is owned and operated by Northeastern Educational Television of Ohio, Inc., a private, nonprofit corporation and consortium of Kent State University, The University of Akron and Youngstown State University. A trusted community resource, PBS 45 & 49 uses the power of commercial-free television and related services to enrich the lives of people through high-quality programming and educational services that teach, illuminate and inspire. The only broadcast television service that reaches all of northeast Ohio, PBS 45 & 49 is available to 1.8 million households and 4.6 million people in the Cleveland and Youngstown designated market areas. In an average week, over 500,000 households tune in. Through funding from eTech Ohio, the organization provides K-12 educational technology training and instructional television programming to 21,500 educators and 257,400 students in eight Ohio counties. For more information about PBS 45 & 49, visit www.pbs4549.org or call 1-800-554-4549.

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 organization changed television forever with the legendary **Sesame Street**. Today, Sesame 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**, **Sagwa**, **The Chinese Siamese Cat**, **Pinky Dinky Doo** and groundbreaking 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**, **Sagwa** and **Pinky Dinky Doo** products right back into its educational projects for children around the world. Find Sesame Workshop online at www.sesameworkshop.org.

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