1. THE SESAME STORY

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SESAME STREET

IS A PLACE FULL OF LAUGHTER AND LEARNING THAT CONNECTS WITH PRESCHOOLERS EVERYWHERE THROUGH THE POWERFUL COMBINATION OF MEDIA AND MUPPETS.

▲ IT IS OPEN TO ALL CHILDREN, ALL AROUND THE WORLD. IT’S A PLACE WHERE KIDS CAN LEARN AND PLAY AND GROW AND SHARE.

● SINCE REVOLUTIONIZING CHILDREN’S PROGRAMMING 40+ YEARS AGO, SESAME STREET HAS STRETCHED TO MORE THAN 150 COUNTRIES AROUND THE GLOBE.

■ BY LEARNING THE TIMELESS LESSON THAT PEOPLE ARE DIFFERENT BUT THE SAME, PRESCHOOLERS ARE GROWING UP SMARTER, STRONGER AND KINDER.

◆ AND SESAME STREET CONTINUES TO LIVE IN MILLIONS OF HEARTS ACROSS THE WORLD— CREATING A BRIGHTER, BETTER PLACE FOR US ALL.
Our **VISION** is to create a better world for us all.
Our MISSION is to help all children reach their highest potential.
While our **AUDIENCE** is diverse in age, needs and many other ways, one thing they have in common... there's a child in all of them.
Our **PROMISE** is to educate preschoolers by using our proven recipe for success:
1. the power of media
2. the magic of our Muppets
3. an educational curriculum that addresses children’s critical developmental needs
Our impact is grounded in rigorous RESEARCH.
And close COLLABORATIONS.
Our success is reflected in the faces of MILLIONS of children around the globe.