



sesameworkshop.



healthy habits for life

a great start to a lifetime of good health

June 2, 2005

The Sesame Difference

- Underserved target
- Prevention vs. intervention
- Multi-media platform
- *Sesame Street!*
- Mission driven



sesameworkshop.

A nonprofit educational organization

Vision

Harness the power and reach of *Sesame Street* to make overall health and well-being as crucial to the healthy development of young children as learning to read and write-- helping to establish habits that will last a lifetime.



sesameworkshop.

A nonprofit educational organization

Target Audience

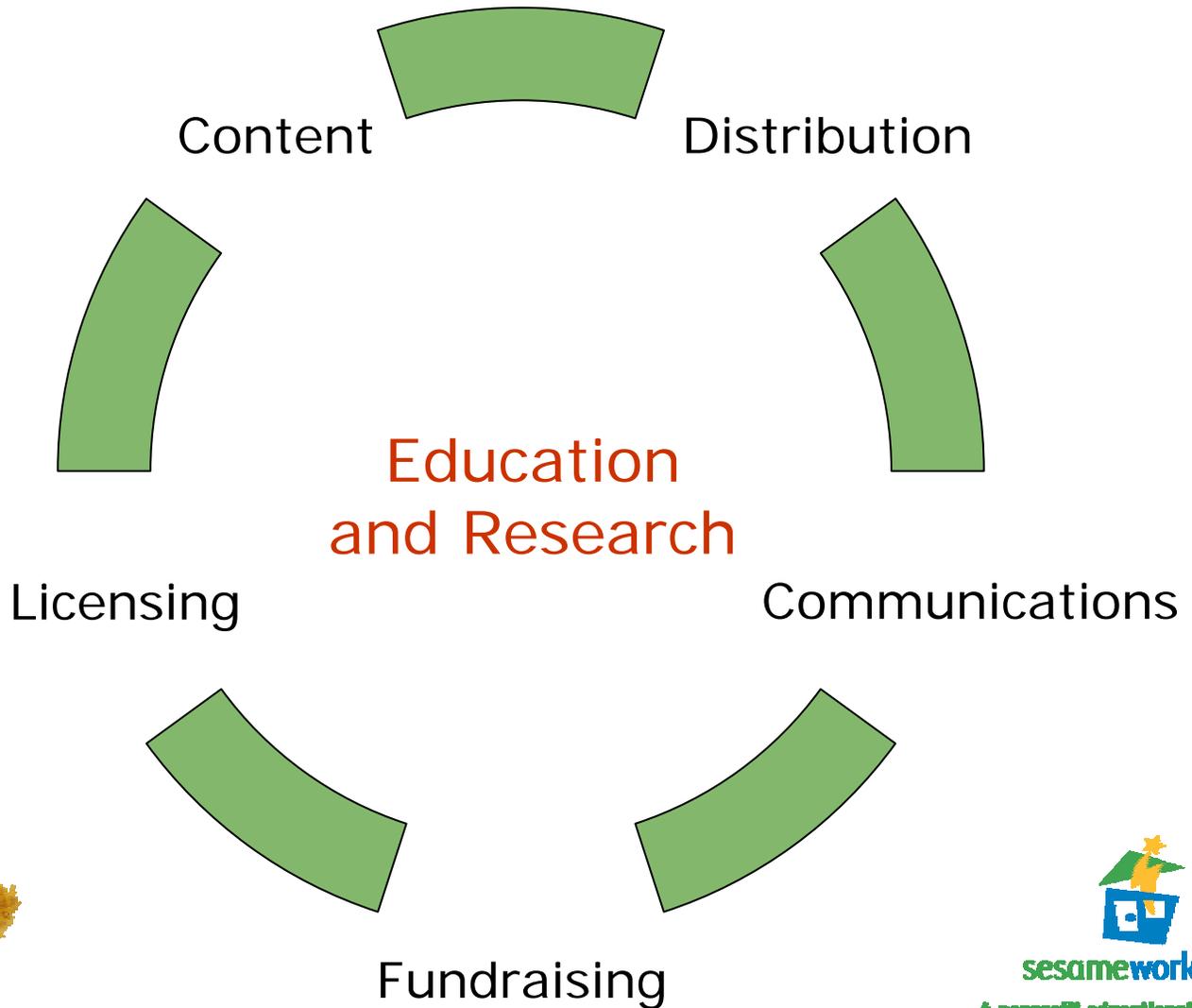
- Primary: Children ages 2-5
- Secondary: Moms and Caregivers
- Other Key Constituencies:
 - Media
 - Medical Community
 - Public Health and Policy Makers
 - Influencers



sesameworkshop.

A nonprofit educational organization

A Company Wide Initiative



Education & Research

- Creation of Advisory Board
- Development of Healthy Lifestyles Curriculum
- Research Studies
 - Children
 - Parents
 - Caregivers



sesameworkshop.

A nonprofit educational organization

Distribution: Building the Coalition



sesameworkshop.
A nonprofit educational organization



Content

- TV
- PSAs
- Home Video
- Online
- Outreach
- Themed Entertainment
- Publishing
 - Books
 - Magazines



sesameworkshop.

A nonprofit educational organization

Licensing

- Produce for Better Health Foundation (“5 a Day”)
- Hain-Celestial
- New Business Opportunities
 - Del Monte Foods
 - Foxy Produce
 - Sunkist Growers



sesameworkshop.

A nonprofit educational organization