

NET Television Celebrates the 40th Birthday of "Sesame Street"

LINCOLN, Neb. (Oct. 28, 2009) -- Hold on to your feathers -- "Sesame Street" is turning 40! Since 1969, children and adults alike have flocked to this very special street to learn life's lessons together. On Tuesday, Nov. 10, the exact day the series debuted four decades ago, NET Television will air the 40th birthday episode of "Sesame Street" at 9 a.m. CT on NET1 and in high definition on NET-HD.

"Sesame Street" changed the face of children's television, and put the technology to work as an educational tool. Independent research has proven that the approach succeeds in improving cognitive skills, teaching respect and social skills, and promoting school readiness. Research also shows that children who watch the show as two-year-olds gain an advantage in math, vocabulary and other school readiness skills by the time they are five.

The 40th birthday episode kicks-off a new season that includes what everyone loves about "Sesame Street," plus more. There will be a new block format, new show open and a new nature curriculum. "My World is Green & Growing" is a two-year science initiative designed to increase positive attitudes towards nature, deepen children's knowledge about the natural world and encourage behavior that shows respect and care for the environment. First Lady Michelle Obama appears in the first episode to talk about the benefits of planting a garden and healthy eating as part of the ongoing "Healthy Habits for Life" initiative.

Original songs, storylines and animations such as "Murray had a Little Lamb," "Word on the Street" and "Elmo's World" will continue, but the program has been reformatted to resemble a more typical broadcasting block. Murray the Monster Muppet hosts each episode from different locations, linking four longer segments with fun-filled short pieces throughout the hour. The new show opens and closes with colorful chalk-art animation set to the re-versioned musical classic "Sunny Days." Also this season, Fairy "Abby Cadabby" makes her animated debut in flying school with an eclectic group of new friends.

"Sesame Street" continues to encourage intergenerational co-viewing with its iconic comedic style that includes parodies of popular television shows for grown-ups, such as "A's Anatomy," "RSI: Rhyme Scene Investigation" and "Meal or No Meal."

"Sesame Street" airs weekdays at 9 a.m. CT on NET1 and NET-HD. On-line games, printable coloring sheets, videos and customizable e-cards for kids and parents to send are all part of the program's web site at netNebraska.org/kids. NET1 and NET-HD are part of NET Television, a service of NET. For complete program schedules, visit NET's Web site at netNebraska.org/television.

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NET Television:

NET1 is Nebraska's first public television broadcast service and includes PBS and award-winning, locally produced public television programming; **NET2** offers live coverage of the Nebraska Unicameral and other news, public affairs, history and science programs; **NET3** is a 24-hour channel featuring the most popular how-to, travel and lifestyle series; and **NET-HD** presents high-definition digital broadcast programming displayed in a wide-screen format.