

FOR IMMEDIATE RELEASE

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Elmo! Ready for Action!

Elmo, Super Grover & Friends Arrive in Saskatoon on Aug. 16

SASKATOON, Saskatchewan – Calling all super heroes! Super Grover needs your help – and it's Elmo and the Fabulous Five to the rescue! Come discover what it takes to get your inner hero *ready for action* when this incredible VEE Corporation production zooms into Saskatoon. Join Elmo, Zoe, Rosita, Telly Monster and Zoe's pet rock Rocco for **Sesame Street Live** "Elmo! Ready for Action" at the Credit Union Centre from Saturday, Aug. 16 through Sunday, Aug. 17. Tickets for all three performances go on sale Monday, June 30.

When Super Grover loses his superness, Sesame Street needs a hero! Never fear, Elmo, Zoe, Big Bird and friends are here. Get set to join *The Fabulous Five*, a new team of Sesame heroes, as they work to put the "super" back in Super Grover. Teaching lessons of healthy habits through song and dance, your favorite *Sesame Street* friends will explore exercise, nutrition, sleep/energy and hygiene – all in a quest to get Super Grover *ready for action*.

This all-new **Sesame Street Live** show features an array of popular (and healthy!) songs, many of them renditions of tunes that parents will remember and kids will love: "Old MacDonald," "Splish Splash," "Twinkle, Twinkle Little Star" and "Sunny Days." Like television's *Sesame Street*, each **Sesame Street Live** production features timeless lessons for all ages. Through the razzle-dazzle of this full-blown Broadway-quality musical show, the production will teach children some great healthy habits that they can use long after the show ends. Adults will appreciate the universal appeal of **Sesame Street Live**, the high-tech stagecraft and cleverly written scripts.

What: **Sesame Street Live** "Elmo! Ready for Action"

When: Saturday Aug. 16 2 p.m. & 5:30 p.m.
Sunday Aug. 17 2 p.m.

Where: Credit Union Centre
3515 Thatcher Avenue
Saskatoon, SK S7R 1C4

Tickets: \$15, \$18 and \$22. A limited number of \$27 Gold Circle seats are also available. Additional facility fees apply.

To charge tickets by phone, please call Ticketmaster at 800-970-SEAT (7328) or 306-938-7800. Tickets may also be purchased online at www.ticketmaster.ca.

For information online, please visit www.sesamestreetlive.com.

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ABOUT SESAME WORKSHOP

Sesame Workshop is the nonprofit educational organization that changed television forever with the legendary *Sesame Street*. As the single largest informal educator of young children, local *Sesame Street* programs produced in countries as diverse as South Africa, Bangladesh and India are making a difference in over 120 nations. Using proprietary research to create engaging and enriching content, Sesame Workshop produces programs such as *Dragon Tales* and *Pinky Dinky Doo*. In addition, multimedia needs-driven initiatives provide families tools for addressing such issues as children's health, military deployment and emergency preparedness. Proceeds from the sale of Sesame Street products and services, and individual and corporate philanthropic support, endow Sesame Workshop's educational research and creative content for children around the world. Learn more at www.sesamestreet.org.

ABOUT VEE CORPORATION

Headquartered in Minneapolis, Minnesota, VEE Corporation is one of the most experienced and respected names in family-friendly entertainment. VEE Corporation has delighted millions of children around the world with live touring stage shows for over a quarter of a century. VEE also provides entertainment, promotion and event marketing services for the world's most respected brands and agencies. Clients and partners in the corporate, sports, museum and event marketing sector come to VEE for imaginative solutions to capture the undivided attention of their customers and audiences through custom-designed interactive environments that deliver brand and product-specific communication. For more information, please visit www.vee.com.

Interviews, color art and additional press materials are available upon request.