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LIBRARY NEWS

Peter V. Persic, Public Information Director 213 228-7555
630 W. Fifth Street, Los Angeles CA 90071 • Fax: 213 228-7569

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Contact: Brenda J. Breaux (213) 228-7558
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**40 years of *Sesame Street* Celebrated in Exhibit of Illustrations at Central Library, 630 W. Fifth St.
September 4, 2010 – April 30, 2011**

Free "Monster Storytime" featuring Sesame Street theme to be held Tuesday, Sept. 7, 11 a.m., at Central Library

The exhibit "Forty Years of *Sesame Street* Illustration: Selections from the Publishing Archive of Sesame Workshop," which explores the history of the popular children's educational television show *Sesame Street*, will be on display at the downtown Central Library's First Floor Galleries, 630 W. Fifth St., from September 4, 2010 through April 30, 2011.

The exhibit, which is free and open to the public during regular library hours, is a collection of original *Sesame Street* book art showcasing a variety of artists, styles and themes from the early 1970s to the present. The exhibit is the result of a partnership between the Los Angeles Public Library and Sesame Workshop, the nonprofit educational organization that produces *Sesame Street*.

"We are excited about this partnership with Sesame Workshop and the opportunity to display this unique book art that encourages learning," said Martín Gómez, City Librarian, Los Angeles Public Library. "The Los Angeles Public Library's commitment to education and early literacy development parallels that of the Sesame Workshop and we share a goal of creating and nurturing lifelong readers."

In celebration of the new exhibit, a special children's program, "Monster Storytime," will be held at 11 a.m., Tuesday, Sept. 7, in Central Library's Children's Literature Department. *Sesame Street* themed stories will be among the books read to children.

The exhibit's *Sesame Street* book art was taken from original stories written to explore and reinforce *Sesame Street's* educational curriculum – literacy and counting,

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friendship and sharing, healthy habits, “green” themes and people in your neighborhood, according to Jennifer A. Perry, Assistant Vice President and Editorial Director of Publishing at Sesame Workshop.

“Four years ago, we began a *Sesame Street* Publishing Archive of original book art, and as we approached our 40th anniversary in 2009, we realized that this unique collection should be shared with the public,” Perry said.

“Forty Years of *Sesame Street* Illustration reflects both the talent and diversity of the artists who created *Sesame Street* books from 1970 to the present, so it is guaranteed to entertain *Sesame Street* fans of all ages,” she said. “We are exceptionally excited to display it at the Los Angeles Public Library, an organization which, like Sesame Workshop, values the importance of books and literacy and has a mission to educate and delight children.”

This exhibit is sponsored by Farmers Insurance Group. Funding made possible by the Library Foundation of Los Angeles. To support the Los Angeles Public Library, call (213) 228-7500 or visit www.lfla.org. For more information on the exhibition, visit www.lapl.org/events/sesamestreet/.

The Los Angeles Public Library serves the largest urban population of any library in the country. Its Central Library, 72 branch libraries, more than six million books, and state-of-the-art technology provide everyone with free and easy access to information and the opportunity for life-long learning.

Sesame Workshop is the nonprofit educational organization that revolutionized children’s television programming with the landmark *Sesame Street*. The Workshop produces local *Sesame Street* programs, seen in over 140 countries, and other acclaimed shows to help bridge the literacy gap including *The Electric Company*. Beyond television, the Workshop produces content for multiple media platforms on a wide range of issues including literacy, health and military deployment. Initiatives meet specific needs to help young children and families develop critical skills, acquire healthy habits and build emotional strength to prepare them for lifelong learning. Learn more at www.sesameworkshop.org.