



FOR IMMEDIATE RELEASE

Nelvana Welcomes *Sesame Street* to the Neighbourhood with Exclusive Canadian Broadcast and Licensing Partnership

*Nelvana Brings *Sesame Street*, *Elmo's World* and More to Canada as Canadian Licensing Agent with Content Launching Exclusively on Corus Entertainment's Treehouse Network*

TORONTO, CANADA – May 7, 2018 – Corus Entertainment's [Nelvana](#) announced today their Canadian licensing and broadcasting partnership with Sesame Workshop, the non-profit educational organization behind the world-renowned children's program, *Sesame Street*.

Nelvana will exclusively broadcast *Sesame Street* and Sesame Studios' content in Canada on Corus' Treehouse, the #1 preschool network in Canada,* and across the network's non-linear platforms. Nelvana will also represent *Sesame Street* within the Canadian licensed consumer products community.

With a bigger-than-ever presence on Treehouse, Sesame Workshop content has a dedicated block on the network. New content will include all-new seasons of *Sesame Street*, beginning with Season 46 and moving onto Season 47, as well as episodes of *Elmo's World*, *Abby's Flying Fairy School*, and more than 50 pieces of additional short-form broadcast content from Sesame Studios, the all-new YouTube destination for kids from the makers of *Sesame Street*, including *Scribble Tales*, *Nursery Rhyme Remixes*, and *Tater & Tot*.

"This builds on our existing partnership with Sesame Workshop on *Esme & Roy*, which will premiere on Treehouse in Canada," said Pam Westman, Head, **Nelvana Enterprises**. "*Sesame Street* is an iconic brand that continues to immerse young new viewers in educational content, while engaging lifelong fans. We look forward to continuing to expand the merchandise program to bring *Sesame Street's* remarkable stories and colourful characters to life in exciting ways for consumers."

"Nelvana's commitment to family and children's entertainment aligns perfectly with Sesame Workshop's mission to help children grow smarter, stronger, and kinder," said Scott Chambers, Senior Vice President, North America Media and Licensing, **Sesame Workshop**. "The partnership extends our reach across a spectrum that few partners can match – from broadcast TV to digital to consumer products and retail—helping to create a deeper connection with families and the Sesame brand."

Visit Treehousetv.com and the [TreehouseGO App](#) for schedules, full episodes, games, behind-the-scenes content and more.

Source: Numeris PPM Data, BY 17-18 YTD (Aug28/17-Apr22/18) – confirmed data, Total Canada, based on K2-6 AMA(000), Mo-Su 2a-2a, Ranker based on Kids CDN Specialty stations only

About Nelvana

Nelvana is Canada's premier animation company and a world-leading producer and distributor of children's content. Nelvana has delighted audiences around the globe for more than 40 years with a vast library of more than 4,000 episodes from original, award-winning series like *Babar* and *Franklin*. Nelvana's content is distributed in more than 160 countries worldwide and broadcasts across Corus Entertainment's suite of leading kids networks. Nelvana Enterprises, the global licensing and merchandising arm of Nelvana, manages the organization's portfolio of in-house and third-party brands with offices in Toronto and Paris. Nelvana Studio, with offices in Toronto and Montreal, employs more than 300 Canadian artists working with local and international producers to create premium children's content for a global stage. For more information, visit www.nelvana.com.

About Corus Entertainment Inc.

Corus Entertainment Inc. (TSX: CJR.B) is a leading media and content company that creates and delivers high quality brands and content across platforms for audiences around the world. The company's portfolio of multimedia offerings encompasses 45 specialty television services, 39 radio stations, 15 conventional television stations, a global content business, digital assets, live events, children's book publishing, animation software, technology and media services. Corus' roster of premium brands includes Global Television, W Network, OWN: Oprah Winfrey Network Canada, HGTV Canada, Food Network Canada, HISTORY®, Showcase, National Geographic Channel, Q107, CKNW, Fresh Radio, Disney Channel Canada, YTV and Nickelodeon Canada. Visit Corus at www.corusent.com.

About Sesame Workshop

Sesame Workshop is the nonprofit media and educational organization behind *Sesame Street*, the pioneering television show that has been reaching and teaching children since 1969. Today, Sesame Workshop is an innovative force for change, with a mission to help kids everywhere grow smarter, stronger, and kinder. We're present in more than 150 countries, serving vulnerable children through a wide range of media, formal education, and philanthropically-funded social impact programs, each grounded in rigorous research and tailored to the needs and cultures of the communities we serve. For more information, please visit sesameworkshop.org.

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