

FOR IMMEDIATE RELEASE

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MEDIA ADVISORY
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SESAME STREET LIVE CELEBRATES “NATIONAL MAKE A FRIEND DAY” WITH CHILDREN AT GLEANERS AND DMC CHILDREN’S HOSPITAL OF MICHIGAN

Elmo And Grover Set Out To Make New Friends In Detroit

WHAT: In honor of “National Make A Friend Day,” Elmo and Grover will visit Gleaners Community Food Bank and the Children’s Hospital of Michigan to make new friends on Wednesday, February 11. The Sesame Street stars will lend a furry hand during Gleaners’ “Kids Helping Kids” program where they’ll join a nutrition education class and participate in a volunteer activity in support of the food bank. During their visit at the Children’s Hospital of Michigan, Elmo and Grover will share hugs and smiles with patients in both the lobby and the playroom.

Media are invited to capture the visit at Gleaners and at the Children’s Hospital of Michigan lobby. A Sesame Street Live spokesperson will also be available at both locations for interviews about Sesame Street Live “Make A New Friend” at the Fox Theatre, playing now thru Feb. 16.

WHEN: **Wednesday, February 11**

WHERE: **Gleaners Community Food Bank – 9:15 a.m. to 10:15 a.m.**
2131 Beaufait Street, Detroit, MI 48207

DMC Children’s Hospital of Michigan – 1 p.m. to 1:20 p.m.
3901 Beaubien Street, Detroit, MI 48201

ABOUT

THE SHOW: Celebrating 25 years as Detroit’s family favorite tradition at the Fox Theatre, Sesame Street Live makes its annual return to the stage with the all-new Sesame Street Live “Make a New Friend”. Elmo, Grover, Abby Cadabby, and their *Sesame Street* friends welcome Chamki, Grover’s friend from India, to Sesame Street. Grover has a long to-do list for his friend, from kayaking to hot yoga, but Chamki is busy enjoying cookies with Cookie Monster, singing with Abby Cadabby, and doing ‘The Elmo Slide.’ Will an appearance from Super Grover get Chamki’s attention? Join the fun and make a memory with your friends and family!

SCHEDULE: *Performance schedule:*

Friday, Feb. 6	11 a.m.** & 7 p.m.*
Saturday, Feb. 7	10:30 a.m., 2 p.m. & 5:30 p.m.
Sunday, Feb. 8	10:30 a.m., 2 p.m. & 5:30 p.m.
Thursday, Feb. 12	11 a.m.**
Friday, Feb. 13	11 a.m.** & 7 p.m. *
Saturday, Feb. 14	10:30 a.m., 2 p.m. & 5:30 p.m.
Sunday, Feb. 15	10:30 a.m., 2 p.m. & 5:30 p.m.

Monday, Feb. 16 10:30 a.m. & 2 p.m.

TICKETS: Tickets (\$15, \$25, \$35 Gold Circle and \$65 Sunny Seats) are on sale now and can be purchased at OlympiaEntertainment.com, the Fox Theatre and Joe Louis Arena box offices, Hockeytown Authentics in Troy (without service charge) at all Ticketmaster locations and Ticketmaster.com. To charge tickets by phone, call (800) 745-3000. Groups of 10 or more receive a discount by calling 313-471-3099. For additional information, call 313-471-6611.

*Family Night – all seats (excluding Sunny Seats and Gold Circle) are \$10.

** Weekday Kids Matinee -- \$8 Schools/Daycares and \$10 general public.

Note: Sunny Seats are not available during any 11 a.m. performance.

– OLYMPIA –

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

ABOUT SESAME WORKSHOP

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 150 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.

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 since **Sesame Street Live's** debut performance in Minneapolis, Minnesota on Sep. 17, 1980. 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/built interactive environments. For more information, please visit www.vee.com.

About Gleaners Community Food Bank of Southeastern Michigan (Gleaners):

For over 37 years, Gleaners Community Food Bank has been "feeding hungry people and nourishing our communities." Gleaners helps alleviate hunger by providing the equivalent of nearly 77,000 meals per day to people who otherwise cannot afford the food they need. Headquartered in Detroit, Gleaners operates a total of five distribution centers in Wayne, Oakland, Macomb, Livingston and Monroe counties, which provide food to 510 partner soup kitchens, food pantries, shelters and other agencies throughout southeastern Michigan. Of every dollar donated, Gleaners uses 94 cents for food and food programs. One dollar provides three meals. Learn more at www.qcfb.org.

ABOUT OLYMPIA ENTERTAINMENT

Olympia Entertainment, a Detroit-based company owned by entrepreneurs Michael and Marian Ilitch, is one of the country's most diverse sport and entertainment companies and the largest organization of its kind in the mid-west. The company owns and operates Detroit's Fox Theatre, the intimate City Theatre and also books and operates Joe Louis Arena and books Comerica Park. Olympia Entertainment also handles business operations for the Detroit Red Wings, an Original Six member of the National Hockey League and collaborates with the Detroit Tigers baseball franchise and other Ilitch companies.

Other Ilitch companies include: Little Caesars Pizza, Ilitch Holdings, Inc., Blue Line Foodservice Distribution, Champion Foods, the Detroit Red Wings, Little Caesar Pizza Kits Fundraising Program, Olympia Development and Uptown Entertainment. Additionally, Michael Ilitch owns the Detroit Tigers, Inc., and Marian Ilitch owns MotorCity Casino Hotel. To learn more about Olympia Entertainment, visit www.olympiaentertainment.com. Also follow Olympia on Twitter @OEontheGo and at facebook.com/officialolympiaentertainment.