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Sesame Place 2013 Season Highlights

Celebrating Our Guests Everyday:

Sesame Place is all about celebrating – families, friends and fun! The park's new sticker campaign allows the Sesame Place team to celebrate their guests every day. Visitors can be spotted wearing their new "Today I'm Celebrating..." stickers all throughout the park. Some people are at the park for their birthday or anniversary, while others are celebrating their first roller coaster ride, first visit to the park, last night's Phillies win, or even just a sunny day. Every guest and every moment at Sesame Place is worthy of a celebration.

Star-Studded Talent Line-up:

In addition to our everyday Sesame Street shows, this year's Sesame Place's concert line-up includes Alist kid favorites such as Laurie Berkner and Imagination Movers, along with musical playdates with Caillou and Max & Ruby, and other special events such as A Care Bear's Dance Party, making the park's event schedule is its most robust ever.

More Convenient Food Options:

Starting this season, Sesame Place will open Elmo's Lunch Box Stop, which offers box lunches that can be purchased on-line in advance, allowing families more time to enjoy the attractions and shows in the park. Sesame Place is also adding a food truck to its street, giving guests an even greater variety of quick-dining choices.

New and Enhanced Character Dining Experiences:

In-park diners are in for a special treat with the park's expanded roster of character dining experiences including Cookie's Country Breakfast and Rosita's Cinco de Mayo party. The park's popular character dining celebrations give kids the chance to spend up-close time with their favorite characters in a funfilled party environment. The ever-popular character breakfasts also give visitors an additional one-half hour of time in the park to enjoy the attractions before the gates open. Enhancements to the character celebrations for 2013 include new entertainment and lighting effects.

New Sesame Street and Sesame Place Merchandise:

New shopping experiences in the park's five gift shops include the largest selection of Sesame Street plush characters, popular with little ones, featured alongside adult favorites such as vintage-logo tote bags that bring back happy and nostalgic memories for parents who visited the park when they were kids.

Spectacular Fireworks

The park's popular Firework Weekends will be enhanced by a newly-choreographed pyrotechnics display.

Neighborhood Street Party Parade Day and Night:

Move and groove with everyone's favorite furry friends when our parade marches down Sesame Street. Learn about letters, numbers & friendship in three street-stopping performances that include 11 larger-than-life floats and a night parade that lights up the sky. Celebrate the seasons with our Spooktacular Halloween & A Very Furry Christmas parades!

New Website and eCommerce Platform:

Sesame Place will relaunch its website, www.sesameplace.com. The newly-designed site offers a fun, contemporary look and a streamlined user experience. Enhanced functionality includes better navigation, more essential information, fewer clicks, and a greatly-expanded eCommerce platform. Guests will be able to plan their trip, purchase tickets, make character dining reservations, and add on useful amenities such as strollers, wheelchairs, lockers and cabanas.

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