



FOR IMMEDIATE RELEASE

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**SESAME PLACE & VARIETY—THE CHILDREN’S CHARITY TEAM UP
FOR SPRING EVENT AT SESAME PLACE
Children with Disabilities are VIP’s at a Free Day at Sesame Place**

On Saturday, April 20, Sesame Place and Variety—The Children’s Charity will partner to offer children with disabilities, their parents and siblings a complimentary fun-filled day at Sesame Place. Admission is free, but advance registration is required. Visitors may go to VarietyPhila.org to complete their registration. Parking will be \$25.00 per vehicle, with proceeds supporting Variety – The Children’s Charity.

For this event, Sesame Place will make special accommodations for children with autism including:

- Designated quiet areas
- Volume adjustments of the public address system and music
- Characters are instructed not to initiate contact
- Gluten Free foods

Created in 1987, the Variety and Sesame Place partnership began as a one day event for children with disabilities. Over the years, the partnership has expanded to include multiple Variety Days at Sesame Place. This year, 2013, marks the 27th year that Sesame Place, the nation’s only theme park based entirely on the award-winning television program *Sesame Street*, will partner with Variety to welcome children and their immediate families to a special day at the park. Over the past 26 years, Sesame Place has given over 200,000 children with disabilities an experience they’ll always remember.

“We are so proud to be able to offer this special day for our friends at Variety. This year we celebrate our 27th year of partnership and we are looking forward to many more!” said Bob Caruso, Sesame Place, Park President.

During these magical Variety-only days, special accommodations are made to make sure all children, regardless of their disability, have an enriching experience. The goal is for all children to take pride in their accomplishments as they explore the theme park and experience it in their own personal way.

During Variety Day at Sesame Place, Variety will provide an extensive resource fair for parents to peruse and learn while families play.

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About Variety – The Children’s Charity:

Since 1935, Variety has continued its mission of building independence and self-confidence in children and youth with physical and developmental disabilities throughout the Delaware Valley, New Jersey and Delaware by engaging them in recreational, social and educational enrichment activities, while connecting families to resources. For more information, visit www.varietyphila.org or call (215) 735-0803.

About Sesame Place:

Ideal for families with young children, Sesame Place is the place where parents and children can share in the spirit of imagination and experience *Sesame Street* together. Sesame Place is located just 30 minutes north of Philadelphia and 90 minutes south of New York City. For more information, visit www.sesameplace.com or call 1.866.GO.4.ELMO.