



**FOR IMMEDIATE RELEASE**

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## **THE CELEBRATION BEGINS AT SESAME PLACE ON APRIL 27**

Grand Opening Weekend Set for April 27-28

LANGHORNE, PA, (April 18, 2013) – Sesame Place, the nation’s only theme park based entirely on the award-winning television show Sesame Street, opens Saturday, April 27 kicking off a season filled with fun for the entire family and some exciting changes in the park, which first opened in 1980 .

"Opening day at Sesame Place is a Delaware Valley tradition and 2013 is no exception," says Park President Bob Caruso, who is looking forward to seeing many familiar faces return for the season. Caruso continues, "All of the changes we implemented at the park for 2013 are designed to enhance the overall experience of our guests."

This year, Sesame Place opens the doors on its thirty-third season with a lot to celebrate. From a star-studded concert line-up including kid-friendly favorites such as Laurie Berkner and Imagination Movers, to musical playdates with Caillou and Max & Ruby, the park’s event schedule is its most robust ever.

Park guests will also notice quite a few changes in the culinary department for 2013. The park continues to enhance its menu of allergen-friendly foods and healthy-eating options for the comfort and satisfaction of park guests. Starting this season, Sesame Place will offer box lunches which must be purchased online, in advance, and picked up at Elmo’s Lunch Box Stop. The new Lunch Box program will give families more time to enjoy the attractions and shows in the park. In May, Sesame Place is also adding a food truck to its street, giving guests an even greater variety of quick-dining choices.

In-park diners are also 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 fun-filled party environment. The ever-popular character breakfasts also give visitors an additional one-half hour of time in the park to enjoy select attractions before the gates open. Enhancements to the character celebrations for 2013 include new entertainment and lighting effects.

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.

Other changes for 2013 include the park's popular Fireworks shows, which will be enhanced by a newly-choreographed pyrotechnics display. Fireworks are scheduled for 5/26, 7/4 and 9/1 and 12/31.

"At Sesame Place, we are all about celebrating, and we're doing a lot of things in 2013 to celebrate our guests," says Susan Godfrey, Communications Manager at Sesame Place. Visitors can be spotted wearing their new "Today I'm Celebrating..." stickers all throughout the park. "Some people are here for their birthday, while others may be celebrating their first roller coaster ride, visit to the park, last night's Phillies' win, or even just a sunny day," continues Godfrey. "Every moment of celebration -- it's all important to us here at Sesame Place," she adds.

The opening day festivities will start at 10 AM with an official ribbon cutting ceremony led by America's favorite furry friends and one of the park's VIP families of the day, who will be selected via a Facebook contest. Contest winners will also be chosen to serve as parade grand marshals accompanying Cookie Monster down the parade route. (Details can be found at [facebook.com/sesameplace](http://facebook.com/sesameplace).)

There is still time to purchase a 2013 Season Pass. Sesame Place season passes start at under \$100, making the park one of the area's best entertainment values. Guest can take advantage of Sesame Place's new six-month EZ pay plan for 2013 and enjoy unlimited fun all season along with in-park discounts for as low as \$16.17 per month. Explore all the park's ticket options by visiting [www.sesameplace.com](http://www.sesameplace.com).

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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, call 1-866-GO-4-ELMO or visit [www.sesameplace.com](http://www.sesameplace.com)

SeaWorld Parks & Entertainment inspires millions, through the power of entertainment, to celebrate, connect with and care for the natural world. The Company has been creating innovative entertainment experiences that blend imagination with nature for more than 50 years and is best known for its 11 U.S. theme parks, attractions that hosted more than 24 million guests in 2012 and include the beloved SeaWorld®, Busch Gardens® and Sesame Place® brands. The parks offer guests a variety of up-close experiences, from animal encounters that invite exploration and appreciation of the natural world, to thrilling rides and spectacular shows. In 2011 SeaWorld Parks & Entertainment began expanding its popular brands into media and entertainment platforms to connect people to nature and animals through movies, television, and digital media; plus began developing new lines of licensed consumer products.

SeaWorld Parks & Entertainment is one of the world's foremost zoological organizations and a global leader in animal welfare, training, husbandry and veterinary care. The Company maintains one of the largest animal collections in the world and has helped lead advances in the care of species in zoological facilities and in the conservation of wild populations. SeaWorld Parks & Entertainment also operates one of the world's most respected programs to rescue, rehabilitate and return to the ocean marine animals that are ill, injured and orphaned. The SeaWorld® rescue team has helped more than 22,000 animals in need over the last four decades.

SeaWorld Parks & Entertainment employs more than 21,000 people nationwide.