



Sesame Place Philadelphia Announces Opening of Largest Sesame Street-Themed Store in the United States

All-new 6,800 square-foot flagship retail location will open Fall 2023, with free entry for shoppers and savings for Season Pass Members

PHILADELPHIA, Pa., (August 11, 2023) – Sesame Place® Philadelphia will introduce a new way to experience Sesame Street-themed fun with the all-new **Sesame Place Store**, a premier retail location, opening this fall.

Sesame Place Philadelphia currently offers the widest variety of Sesame Street-themed plush for sale in the world, including nostalgic characters such as Murray Monster, Snuffy, Honker, Dinger, Guy Smiley, and more. Upon opening, the new Sesame Place Store will be the largest store dedicated solely to Sesame Street-themed merchandise in the United States.

Located at the park's entrance, the 6,800 square-foot emporium will be Sesame Place's new flagship shop and will give guests a glimpse into the colorful, whimsical, and furry Sesame Place experience year-round, with no cost required to enter for guests looking only to shop. The Sesame Place Store will offer a large selection of merchandise, souvenirs and mementos featuring everyone's favorite furry friends.

The Sesame Place Store will be part of the upgraded entry plaza also to be unveiled this fall. The new entry experience will celebrate the roots of both the show and the park through architecture and scenic details inspired by iconic locations in Philadelphia and New York, transporting guests from the roads of Pennsylvania into the world of *Sesame Street*.

2023 and 2024 Sesame Place Philadelphia Season Pass Members will be among the first to experience the Sesame Place Store and will receive a discount on merchandise based on their Season Pass tier.

The Best Way to Play

Guests can purchase a 2024 Sesame Place Philadelphia Season Pass and enjoy unlimited furry fun and unbelievable benefits all season long – including admission for the remainder of the 2023 season for free! Additional perks* include free parking, free tickets for friends and family, discounts on food and merchandise, exclusive Meet & Greets and events, and monthly rewards. The park will celebrate Pass Member Appreciation month this August with bonus Season Pass Perks each week.

For a limited time, 2024 Season Passes can be purchased for \$144 or \$12 per month for 12 months. For more information and to purchase Season Passes, guests can visit Guest Relations at the park or <http://sesameplace.com/philadelphia/season-pass>.

**Perks vary based on the type of Season Pass purchased.*

About Sesame Place

Sesame Place® Philadelphia, the only theme park on the East Coast based entirely on the award-winning show, *Sesame Street*®, was the first theme park in the world to become a Certified Autism Center. The park has more than 25 Sesame Street-themed attractions, entertaining character shows and parades, an interactive Sesame Street Neighborhood, and everyone's favorite furry friends. The park is celebrating its Most Splashtacular Season Ever with the recent debut of the all-new interactive water play area, Bert & Ernie's Splashy Shores, a new tropical-themed land dedicated to splashy water fun, Big Bird's Beach, and all-new entertainment experiences! Celebrate family-friendly events all year long at Sesame Place including the all-new Mardi Gras Celebration, Elmo's Eggstravaganza, Elmo's Springtacular, Sesame Summer Splash, The Count's Halloween Spooktacular, and A Very Furry Christmas. Conveniently located 30 minutes from Philadelphia and 90 minutes from NYC, Sesame Place is ideal for families with kids of all ages. For more information, visit www.SesamePlace.com/Philadelphia and follow the park on [Facebook](#) and [Instagram](#).

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