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Sesame Place Philadelphia Is First Theme Park in North America to Launch Hidden Disabilities Sunflower Program

Park expands accessibility initiatives to include the Hidden Disabilities Sunflower program, launching in-park on March 29

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PHILADELPHIA, Pa., (March 12, 2025) – Sesame Place Philadelphia continues to lead in accessibility as the first theme park in North America to launch the Hidden Disabilities Sunflower program. The park first announced its participation in the program during Invisible Disabilities Week in October 2024. Sesame Place is now thrilled to announce that the Sunflower will officially launch on March 29, 2025, just ahead of Autism Acceptance Month in April.

Hidden Disabilities Sunflower, also known as the Sunflower, is a global initiative designed to support people with non-visible disabilities and conditions. The program consists of a wearable Sunflower-branded tool that discreetly signals to Sesame Place Ambassadors that a guest may need extra help, understanding, or time due to a disability or condition that may not be immediately apparent.

The park will provide complimentary Sunflower-branded wristbands at the Family Care Center and Mr. Hooper's Gift Shop. The Sunflower program is completely voluntary, and guests who choose to participate are not required to disclose any personal information or a diagnosis.

"At Sesame Place Philadelphia, we are dedicated to creating an inclusive environment where all guests feel welcomed and supported," said Cathy Valeriano, President of Sesame Place Philadelphia. "Joining Hidden Disabilities Sunflower allows us to further enhance the accessibility experience at our park."

According to Hidden Disabilities Sunflower, approximately 1 in 6 people live with a disability – approximately 1.3 billion people globally. While some people experience a disability that may be visible, many have a non-visible condition or experience a combination of both visible and non-visible conditions. These invisible disabilities can be neurological, cognitive and neurodevelopmental as well as physical, visual, auditory and include sensory and processing difficulties.

"We are thrilled to welcome Sesame Place Philadelphia as the first theme park in North America to join and launch the Hidden Disabilities Sunflower program. Sesame Place

Philadelphia has committed time and passion to implement the training to ensure that Sunflower wearers are recognized by their staff to receive the additional support, understanding and kindness they may need,” said Lynn Smith, Regional Sunflower Director, USA.

As a Sunflower member, Sesame Place Philadelphia will provide Ambassadors with additional accessibility training resources to increase disability awareness at the park. The introduction of Hidden Disabilities Sunflower will complement the park’s existing [accessibility programs](#), including its Ride Access Program and Special Access Pass, which guests can enroll in at the park’s Welcome Center. The Sunflower program does not offer additional special advantages or services.

Accessibility at Sesame Place Philadelphia

Sesame Place Philadelphia has long been a leader in inclusivity, earning recognition as the world’s first Certified Autism Center (CAC) theme park in 2018. As a CAC, Sesame Place provides comprehensive training to staff, a branded IBCCES Sensory Guide, and on-site accommodations for autistic individuals and those with sensory sensitivities. In 2024, Sesame Place renewed and expanded its certification, with Ambassadors completing additional training in neurodiversity.

In honor of Autism Acceptance Month this April, Julia will be available for Meet & Greets. Julia is a four-year-old autistic Muppet from *Sesame Street* and the face of Sesame Workshop’s *Sesame Street and Autism: Seeing Amazing in All Children* initiative.

The addition of the Sunflower program complements Sesame Place’s current accessibility initiatives and CAC designation while fostering an environment in which all guests, regardless of their abilities, can participate in and fully enjoy the park’s offerings.

About Sesame Place

Sesame Place® Philadelphia is the only theme park on the East Coast based entirely on the award-winning show, *Sesame Street*®. It was the first theme park in the world to become a Certified Autism Center and was the first theme park in the United States to join the Hidden Disabilities Sunflower program. 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. Sesame Place Philadelphia will kick off its 45th Birthday Celebration in Spring 2025 with a park-wide birthday bash, featuring festive décor, the new Sesame Street Birthday Parade, and more. Celebrate family-friendly events all year long at Sesame Place including the 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](#), [Instagram](#), and [TikTok](#).

About the Hidden Disabilities Sunflower

- The Hidden Disabilities Sunflower enables individuals to discreetly indicate that they have a non-visible disability and may need additional assistance, understanding, or more time.

- Since Hidden Disabilities Sunflower was established in the UK in 2016, it has been adopted globally by businesses and charities to support their colleagues and customers. The Sunflower is recognized across a broad range of sectors - ranging from retail, financial services, transport including over 220 airports, travel and tourism, education, government, as well as healthcare, emergency service and entertainment.
- Hidden Disabilities Sunflower is available globally and has been launched locally in Australia, Belgium, Canada, Denmark, Ireland, Latin America, Mauritius, the Netherlands, New Zealand, the UAE, the UK and USA.
- Hidden Disabilities Sunflower is part of Hidden Disabilities Sunflower Scheme Limited, a private company based in the UK.
- For further information please visit: <https://hdsunflower.com>

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