**MEDIA ALERT**
**Thursday, November 05, 2009**

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**WGTE CELEBRATES 40 YEARS OF SESAME STREET WITH BIRTHDAY PARTY AT THE LIBRARY**

Toledo, OH – WGTE Public Media, in conjunction with the Toledo-Lucas County Public Library, will celebrate the 40th anniversary of Sesame Street this Saturday, November 7, from 11:00 a.m. to 1:00 p.m. at the main library (325 Michigan St.)! Kids ages 3-6 will enjoy FREE, fun, hands-on activities and games, birthday cake and a preview of season 40, which begins Thursday, November 10 at 10:00 a.m. on WGTE HD.

Children are encouraged to dress as their favorite Sesame Street character or wear their favorite Sesame Street clothing. WGTE will also announce the winner of the "Favorite Sesame Street" character poll, which has been live on wgte.org for the last week.

This event is part of WGTE's role as one of 20 stations in PBS KIDS Raising Readers, a national literacy campaign, and part of the Ready To Learn initiative, focused on building reading skills in preschoolers. The initiative is developing and testing engaging television programs, exciting games, playful Websites, and easy-to-use learning resources for kids, parents, caregivers, and teachers—all with the goal of helping children ages 2 to 8 get ready to read.

What: 40th Birthday Party for Sesame Street

When: Saturday, November 7, 11:00 a.m.-1:00 p.m.

Where: Main branch of the Toledo-Lucas County Public Library, 325 Michigan St.

Why: To celebrate 40 years of "life on the street" and the debut of a new season of Sesame Street on PBS KIDS.

Who: WGTE Public Media, Toledo-Lucas County Public Library, and kids ages 3-6 dressed up as their favorite character.

If you would like more information about the event or the new season of Sesame Street, please contact Jen Homier at 419-380-4655.

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WGTE Public Media (The Public Broadcasting Foundation of Northwest Ohio) is a non-profit organization providing quality broadcasting and educational resources to Northwest and West Central Ohio and Southeast Michigan for 55 years. WGTE Public Media operates WGTE TV, Toledo; WGTE FM 91.3, Toledo; WGLE FM 90.7, Lima; WGBE FM 90.9, Bryan; WGDE FM 91.9, Defiance; wgte.org; The Educational Resource Center; and The Early Learning and Outreach Center.