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## FOR IMMEDIATE RELEASE

### Sesame Workshop Special for Military Families Premieres on V-me *National Special Recognizes the Heroism of Military Families in Conjunction with Veteran's Day*

**NEW YORK, October 30, 2008** – Facing ever more lengthy and challenging deployments, today's heroic military families increasingly must cope with challenging emotional and physical changes in their loved ones who return home from active duty. With this in mind, Sesame Workshop, the nonprofit organization behind *Sesame Street* and *Plaza Sésamo*, has teamed with V-me, America's fastest growing Spanish network, to produce and present a special program to help military families with children between the ages of 2 and 5 dealing with the return of a parent who is changed due to a combat related injury. **Changes: Lives of Military Families (Cambios: Vivencias de Familias Militares)** will make its National Premiere on V-me November 11 from 10:00 – 11:00pm (ET).

With Hispanics accounting for over 85,000 active duty troops, and representing 17% of all front line troops, the program has a special resonance for US Hispanics. In Iraq, Latino troops have a casualty risk about 20% higher than non-Hispanics. And a 2007 poll of registered Hispanic voters found nearly half saying they had a family member or close friend serving in Iraq or Afghanistan.

"The strength and resilience of today's military families is a testament to the American spirit," said Carmen DiRienzo, V-me's president and CEO. "V-me is proud to collaborate with Sesame Workshop in producing a special that not only pays tribute to these courageous families, but in some way helps their adjustment when they return home."

**Changes: Lives of Military Families**, hosted by well-known Mexican actress Gaby Rivero, follows the story of the Muppet Rosita and her dad who is injured while he is away doing his job. Rosita, along with the help of her family, and her friend Elmo, learns ways to express her feelings and soon discovers that although there are many changes, she and her family can adjust to a "new normal." This story is blended with interviews with actual military families, illustrating how old routines and activities can be re-established in new ways after a parent returns home changed.

"It is a privilege to work with V-me to spotlight these families inspiring stories and help children and parents cope with the fluctuating nature of military life and the changes that can occur," said Gary E. Knell, President and CEO, Sesame Workshop. "This special program presents a window into the lives of the brave men and women who sacrifice so much to serve our country and the impact this has on their families."

V-me's presentation of **Changes: Lives of Military Families (Cambios: Vivencias de Familias Militares)** is part of Honor Hispano, a week-long special programming salute for Latinos in military service presented by Sears. For full program information, please visit [www.VmeTV.com](http://www.VmeTV.com) <<http://www.vmetv.com/>> V-me is presented locally by public TV stations and carried on basic digital cable and digital broadcast in many cities, and nationally on DIRECTV Ch. 440, DISH Network Ch. 9414 and DISH Latino Ch. 846. To find specific channel information for your market, <http://www.vmetv.com/estaciones/>

**Changes** is part of Sesame Workshop's [\*\*Talk, Listen, Connect: Deployments, Homecomings, Changes\*\*](#), the second phase of the Workshop's bilingual military outreach program launched initially in 2006. The program provides support and offers significant resources for military families with young children experiencing the effects of deployments, multiple deployments or when a parent returns home changed due to a combat related injury. Additionally, the Workshop has teamed up with the USO to produce the **Sesame Street Experience for Military Families** which has been touring 43 military installations across the United States. For more information on Sesame Workshop's **Talk, Listen, Connect** initiative please visit [www.sesamestreet.org/tlc](http://www.sesamestreet.org/tlc).

#### **About V-me**

V-me entertains and informs Latino families in Spanish with primetime drama, music, sports, current affairs and Latin cinema, along with world class kids, food, lifestyle and nature. The 24-hour network, partnered with public television, is America's largest Spanish digital channel. V-me is the first venture of the media production and distribution company, V-me Media Inc. To find out more visit [VmeTV.com](http://VmeTV.com)

#### **About Sesame Workshop**

Sesame Workshop is a nonprofit educational organization making a meaningful difference in the lives of children around the world. Founded in 1968, the Workshop changed television forever with the legendary *Sesame Street*. Today, the Workshop continues to innovate on behalf of children in 120 countries, using its proprietary research methodology to ensure its programs and products are engaging and enriching. Sesame Workshop is behind award-winning programs like *Dragon Tales*, *Sagwa*, *The Chinese Siamese Cat*, *Pinky Dinky Doo* and groundbreaking multimedia productions in South Africa, Egypt and Russia. As a nonprofit, Sesame Workshop puts the proceeds it receives from sales of *Sesame Street*, *Dragon Tales*, *Sagwa*, and *Pinky* products back into its educational projects for children around the world. Find the Workshop online at [www.sesameworkshop.org](http://www.sesameworkshop.org).

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