

Announcing Sesame Street's New Divorce Initiative!

Dear Friends and Partners,

We are thrilled to let you know that we have just launched a new initiative, *Little Children, Big Challenges: Divorce*, which provides a range of multimedia tools to help families with young children (2-8) cope with divorce and separation.

Project materials include:

- **An online toolkit**, at sesamestreet.org/divorce, providing access to all project materials and featuring web exclusive printables, including an extended family tip sheet
- **A FREE mobile app** for parents, available on [Google Play™](https://play.google.com/store/apps/details?id=com.sesamestreetapp) and the [App Store^{\(SM\)}](https://apps.apple.com/us/app/sesame-street-app/id1085000000)
- **A new Facebook page:** [Facebook.com/SesameStreetInCommunities](https://www.facebook.com/SesameStreetInCommunities)
- **YouTube playlists** on the [Sesame Street channel](https://www.youtube.com/channel/UC8v11111111111111111111)
- **A multimedia kit**, featuring a caregiver guide, a children's storybook, and a new Sesame Street DVD

To ensure that our multimedia kits get into the hands of families, who need them most, we have reserved a limited number of kits to distribute to previous distribution partners like you. These kits will be provided and shipped to you for free in return for your commitment to respond to our online feedback survey 1-6 months after you have received your kits. By completing this survey, you will help ensure that we can continue to provide these materials to your organization in the future; plus, your responses will help us understand how these resources are making an impact in your community.

To order *Little Children, Big Challenges: Divorce* kits, please fill out ALL of the information below in an email to divorce@sesame.org:

- A. Business/Organization name
- B. Point of contact's name (This is the person who will complete the survey.)
- C. Point of contact's title
- D. Point of contact's email address
- E. Point of contact's phone number
- F. Shipping Street Address & Apt, Suite, or Floor Number
- G. Shipping City
- H. Shipping State
- I. Shipping Zip Code
- J. Number of kits ordered*

*You may order 50 or 100 kits, which will be mailed directly to you on a first-come, first-served basis. If you know that your organization can distribute more than 100 kits this year DIRECTLY to families who are coping with divorce or separation, then please indicate this in an email with the number of kits you are requesting and a description of your intended distribution model.

To learn more about the makings of this groundbreaking initiative, check out this Time/Tumblr story from December 10, here: <http://storyboard.tumblr.com/post/37636478388/d-is-for-divorce-big-feelings-on-sesame-street#d-is-for-divorce-big-feelings-on-sesame-street>. Also, attached you will find our project overview, which provides key facts on the project. Please share these assets with your friends and colleagues to generate excitement about these new, free resources.

Thank you for everything you do to help families and young children!

Best wishes,
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