

FOR IMMEDIATE RELEASE

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30 YEARS, 100 TOURS OF “SUNNY DAYS”!

VEE Corporation Sets the Stage to Present the 100th Tour of Sesame Street Live

“1-2-3 Imagine! *with Elmo & Friends*” opens on Nov. 13 at Alliant Energy Center - Coliseum

MADISON, Wis. – VEE Corporation is proud to raise the curtain for the 30th season of its world renowned **Sesame Street Live** touring productions. As the live stage show licensee of Sesame Workshop (the nonprofit organization behind Sesame Street), VEE will present its 100th tour in Madison when the stage lights come up on “1-2-3 Imagine! *with Elmo & Friends*”. The show plays in Veterans Memorial Coliseum at the Alliant Energy Center from Friday, Nov. 13 through Sunday, Nov. 15. **Tickets for all five performances go on sale Monday, Sept. 21 at 10 a.m.**

The magical journey begins as Sesame Street’s mail carrier, Sam, stops by to deliver special postcards from far-away places. When Elmo, Abby Cadabby, Big Bird and friends wish to visit the exciting locations, Sam shares her secret on how they can – it’s as easy as counting “1-2-3 Imagine!” Ernie’s imagination takes him to the high seas to captain the ‘Good Ship Rubber Duckie’, Elmo dances to the rhythm of the African rainforest and Bert meets an octopus who has the blues. It’s a story of adventure and fun that teaches children they can be anyone, do anything and go anywhere with the power of imagination.

Like television’s *Sesame Street*, each **Sesame Street Live** production features timeless lessons for all ages. The universal appeal of each Broadway-quality musical production continues long after preschool. Adults will appreciate the high-tech stagecraft, cleverly written script, and music they’ll recognize and enjoy sharing with children, such as “I Don’t Want to Live on the Moon,” “She’ll Be Comin’ ‘Round the Mountain” and “Surfin’ Safari.”

What: **Sesame Street Live** “1-2-3 Imagine! *with Elmo & Friends*”

When: Friday Nov. 13 7 p.m. (*Opening Night Discount)
Saturday Nov. 14 10:30 a.m. & 2 p.m.
Sunday Nov. 15 1 p.m. & 4:30 p.m.

Where: Alliant Energy Center – Coliseum
1919 Alliant Energy Center Way
Madison, WI 53713

Tickets: \$13 and \$17. A limited number of \$21 Gold Circle seats are also available. *Opening Night, all seats (excluding Gold Circle) are \$13. A facility fee will be added to all ticket prices. Additional fees and discounts may apply. **For more information, call 608-267-3995. To charge tickets by phone, please call Ticketmaster at 1-800-745-3000. Tickets may also be purchased online at www.ticketmaster.com.** For information online, please visit www.sesamestreetlive.com.

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ABOUT SESAME WORKSHOP

Sesame Workshop is the nonprofit educational organization that changed television forever with the legendary *Sesame Street*. As the single largest informal educator of young children, local *Sesame Street* programs produced in countries as diverse as South Africa, Bangladesh and India are making a difference in over 120 nations. Using proprietary research to create engaging and enriching content, Sesame Workshop produces programs such as *Dragon Tales* and *Pinky Dinky Doo*. In addition, multimedia needs-driven initiatives provide families tools for addressing such issues as children's health, military deployment and emergency preparedness. Proceeds from the sale of Sesame Street products and services, and individual and corporate philanthropic support, endow Sesame Workshop's educational research and creative content for children around the world. Learn more at www.sesamestreet.org.

ABOUT VEE CORPORATION

Headquartered in Minneapolis, Minnesota, VEE Corporation is one of the most experienced and respected names in family-friendly entertainment. VEE Corporation has delighted millions of children around the world with live touring stage shows since **Sesame Street Live's** debut performance in Minneapolis, Minnesota on Sep. 17, 1980. VEE also provides entertainment, promotion and event marketing services for the world's most respected brands and agencies. Clients and partners in the corporate, sports, museum and event marketing sector come to VEE for imaginative solutions to capture the undivided attention of their customers and audiences through custom designed/built interactive environments. For more information, please visit www.vee.com.

Interviews, color art and additional press materials are available upon request.