



**BIG BIRD AND HIS FRIENDS FROM *SESAME STREET* TAKE KIDS  
ON AN INCREDIBLE JOURNEY THROUGH THE SKY IN:  
*ONE WORLD, ONE SKY: BIG BIRD'S ADVENTURE***

*First-ever U.S. – Chinese Planetarium Collaboration*

FOR IMMEDIATE RELEASE. New York, New York. (May 12, 2008) – [Sesame Workshop](#), the nonprofit educational organization behind [Sesame Street](#), [Beijing Planetarium](#), the [Adler Planetarium](#) in Chicago, and [Liberty Science Center](#) in Jersey City, NJ are collaborating on a bi-national, China-U. S. cooperative project to produce and distribute a planetarium show and educational outreach materials for children ages 4-6 and their families, teachers, and caregivers. The planetarium show, *One World, One Sky: Big Bird's Adventure*, will follow Big Bird, Elmo and Hu Hu Zhu, on an exploration of the sky and will make its world premiere at the Beijing Planetarium on September 26, 2008 and the U.S. premiere will be at Chicago's Adler Planetarium on October 15, 2008. This project received major funding from the National Science Foundation with additional support from the W.L.S. Spencer Foundation, China Association for Science and Technology, and the National Natural Science Foundation of China.

*One World, One Sky: Big Bird's Adventure* begins on *Sesame Street* when Elmo's friend, Hu Hu Zhu, visits from China. In the Chinese version, Elmo visits Hu Hu Zhu in China. Big Bird, Elmo and Hu Hu Zhu take viewers on an exciting discovery of the Sun, Moon, and stars. They learn about the Big Dipper and the North Star and take an imaginary trip to the Moon where they learn that the Moon is a very different place from the Earth. When Elmo and Hu Hu Zhu imagine themselves back on Earth, they celebrate the idea that even though they live in two different countries, they still share the same sky.

The planetarium show will appear in English and Spanish in the U.S. and in Mandarin in China. The project's main goals are:

- **To provide young children in China and the U.S. with an age-appropriate introduction to astronomy**
- **To promote positive attitudes toward science among children in each country**
- **To foster cross-cultural appreciation between children in both countries**
- **To establish a successful and lasting bi-national collaboration among informal science educators and institutions in China and the U.S. –more-**

“*Sesame Street* brings children images of the world beyond their own and now *One World, One Sky: Big Bird’s Adventure* will take that one step further, bridging kids across nations through a common bond in learning about the sky together,” said Gary E. Knell, President and CEO, Sesame Workshop. “This groundbreaking project will bring a unique opportunity for children and families to experience the fun of astronomy with the help of their friends from our Sesame family in the U.S. and China.”

“For over 75 years, the Adler has engaged its visitors in exploring our Solar System, Milky Way Galaxy and the vast reaches of the Universe,” said Dr. Paul H. Knappenberger, Jr., President of the Adler Planetarium. “Now, we turn our attention to young visitors and their families through a wonderful partnership with Sesame Workshop. Fascination with the Sun, Moon and stars provides a natural bridge between young children in China and the USA. This bridge is crossed in a delightful way with our friends at the Beijing Planetarium and Liberty Science Center.”

“Beijing Planetarium is very happy to work together with Sesame Workshop, Adler Planetarium and Liberty Science Center on this astronomy show for kids. Through the "Big Bird" show, children from China and the US can watch their favorite sky and understand the differences and similarities of the two countries and their cultures. We hope there will be more such cooperation in the future,” said ZHU Jin, Director, Beijing Planetarium.

“We know that young children are natural scientists, learning about the world around them through observation and experimentation,” says Jeff Osowski, vice president of Learning and Teaching at Liberty Science Center. “In addition to our new young learner exhibition gallery and young learner lab, we are pleased to offer this engaging planetarium show to our youngest guests.”

Sesame Workshop in collaboration with Beijing Planetarium, Adler Planetarium and Liberty Science Center will create outreach materials to build upon the key messages of *One World, One Sky: Big Bird’s Adventure* and encourage children, parents, caregivers, and educators to look up and explore the wonders of the sky. The outreach resources will include:

- **A Parent/Child Brochure** filled with parent tips, activities and an interactive poster, to give families ideas for turning everyday moments into fun opportunities to explore the Sun, Moon, and stars.
- **Planetarium Educator Materials** to provide planetarium staff with age-appropriate activity suggestions to create exciting planetarium experiences in classrooms, museums, or science centers.
- **Teacher Materials** to help teachers extend the learning in *One World One Sky; Big Birds Adventure*, and offer activity suggestions that integrate astronomy into pre-existing classroom routines and curriculum.

The following are the advisory board members for *One World, One Sky: Big Bird's Adventure*: **Jeanne E. Bishop**, Planetarium Director, Westlake Public Schools, Westlake, OH, **Susan Button**, President, International Planetarium Society, **Kathy Conezio**, Director of Curriculum, *ScienceStart!*; Adjunct Faculty, Warner Graduate School of Education, University of Rochester, **Xiaoxia Feng**, Professor/ Educator, Beijing Normal University Education College, **Yeh Hsueh**, Associate Professor, Educational Psychology & Research, College of Education, University of Memphis, **Jing Li**, Professor/ Educator, **Lie Li**, Principal, Beijing No.2 Experimental Primary School and **Jin Zhu**, Director, Beijing Planetarium.

### **About the Adler Planetarium**

The Adler Planetarium – America’s First Planetarium – was founded in 1930 by Chicago business leader Max Adler. The museum has announced a new vision to be the world’s leading space science center, and will inspire the next generation of explorers by sharing the stories of human space exploration and America’s space heroes. The Adler is a recognized leader in science education, with a focus on inspiring young people to pursue careers in science. Learn more at [www.adlerplanetarium.org](http://www.adlerplanetarium.org).

### **About Beijing Planetarium**

Beijing Planetarium, China’s largest planetarium, was founded in 1957. It plays a national role in Chinese astronomical education resulting in many shows, exhibitions and scientific activities. Beijing Planetarium is an exciting destination spot for visitors to experience the fun of astronomy. Learn more at [www.bjp.org.cn](http://www.bjp.org.cn).

### **About Liberty Science Center**

Dedicated to providing transformative experiences that connect schools and society with science and technology, Liberty Science Center is the New Jersey-New York City region's largest education resource. Motivated by an innovative philosophy and enabled by a \$109 million expansion and renewal, Liberty Science Center is bringing the excitement of science to students, educators, families and adults in engaging new ways and establishing a progressive benchmark for the science center field. Visit <http://www.lsc.org> to learn more about Liberty Science Center, located in Liberty State Park, Jersey City, NJ.

### **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. As a nonprofit, product proceeds and philanthropic donations support Sesame Workshop’s educational research and creative content for children around the world. Learn more at [www.sesameworkshop.org](http://www.sesameworkshop.org).

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