

**FOR IMMEDIATE RELEASE**

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**Houston Public Media Celebrates the 50<sup>th</sup> Anniversary of “Sesame Street”**

*Houstonians are invited to share their most cherished memories of the show on social media with the hashtag #ThisIsMyStreet*



**HOUSTON – (October 17, 2019)** – This year marks 50 years since the first episode of “Sesame Street” aired, and America’s first PBS station is celebrating by asking Houstonians to share their favorite childhood memories on social media using the hashtag [#ThisIsMyStreet](https://twitter.com/ThisIsMyStreet). The digital campaign also features an eight-part series called [I Grew Up on Sesame Street](#) that spotlights local residents and their personal relationships with the heartwarming show.

To commemorate a half-century of educational content that helps children grow smarter, stronger and kinder, the City of Houston is declaring November 10, 2019, as “Sesame Street Day” in Houston. An all new primetime “Sesame Street” anniversary special will premiere on TV 8 on November 17 at 6 pm.

And, as part of Houston Public Media’s ongoing commitment to lifelong learning, new local content has been made available to educators, caregivers and families across the region and nation through [PBS LearningMedia](#). PBS LearningMedia is a trusted online destination to find and share education content tailored to the needs of students at all grade levels. Since its launch in 2011, nearly 20,000 registered users from more than 24 counties across Texas have benefited from these interactive lesson plans, discussion questions and articles.



“PBS and its member stations are America’s largest classroom and the nation’s largest space for learning, creative thinking and the arts,” said Lisa Trapani Shumate, general manager at Houston Public Media. “As a tribute to Sesame Street’s legacy of educating and empowering students, Houston Public Media is proud to contribute meaningful, free content to the already more than 120,000 digital resources available on the PBS LearningMedia site.”

Join us and your neighbors in honoring PBS’ biggest, most enduring hit and one of the nation’s universally loved shows.

**Media note:**

- Join the celebration by sharing your childhood memories of “Sesame Street” on social media using the hashtag [#ThisIsMyStreet](#) and tagging Houston Public Media.
  - Twitter [@HoustonPubMedia](#)
  - Facebook [@Houstonpublicmedia](#)
  - Instagram [@houstonpubmedia](#)
- The City of Houston is declaring November 10, 2019, as “Sesame Street Day” in Houston.
- Tune in to the “Sesame Street” 50<sup>th</sup> anniversary broadcast special on TV 8 on Sunday, November 17 at 6 pm.
- Watch the eight-part digital series *I Grew Up on Sesame Street* [here](#).
- Learn more about PBS LearningMedia [here](#).

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**About Houston Public Media**

Houston Public Media is a service of the University of Houston and supported with financial gifts from the community. Houston Public Media combines broadcast and digital assets to serve residents of Southeast Texas with trusted local news and entertainment, as well as national programming from NPR and PBS. With a combined weekly audience of more than 1.6 million, Houston Public Media is committed to delivering content that expands minds and possibilities with trusted information.