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Sesame Place Invites Variety – The Children’s Charity And Autism Speaks To The Park On Sunday, April 27th As Part Of Autism Awareness Month

Sesame Place to host a special day at the park for children with autism and their families

Langhorne, PA (April, 2014) – On Sunday, April 27, *Sesame Place*® the nation’s only theme park based entirely on the award-winning show *Sesame Street*®, will open exclusively for Variety – The Children’s Charity and Autism Speaks as part of Autism Awareness Month, offering children diagnosed with Autism Spectrum Disorder and their families for a fun-filled day at the park. This spring is the first time Autism Speaks will participate in this event at Sesame Place and together with Variety – The Children’s Charity members, guests will be able to experience all of the one-of-a-kind attractions available at the park.

As part of this special day, Variety and Autism Speaks members will be given complimentary admission for the day after registering for the event through VarietyPhila.org/events or <http://www.autismspeaks.org/events/autism-day-sesame-place-0>.

“This Autism Awareness Day is a very special time at the park and we are so excited to offer an exclusive day at the park for both Autism Speaks and Variety members,” said Bob Caruso, Sesame Place Park President. “At Sesame Place, we’re all about being a kid or being a kid again, and this event is the perfect example of how the park can bring that spirit to life for all families.”

During this Autism Awareness Day, park officials will make special accommodations for children with autism including designated quiet areas, low sensory shows and volume adjustments throughout the park to ensure every child has an unforgettable and enjoyable experience. The park will also host an extensive resource fair where families can learn and connect with others. Children and their families are

encouraged to explore the park at their leisure, creating a unique and personal visit for everyone in attendance.

The partnership between Sesame Place Cares and Variety – The Children’s Charity began in 1987 as a one-day event for children with disabilities and has expanded over the years to include multiple Variety Days at the park. In 2007, a very special day was added to the roster solely dedicated to children with autism.

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About Sesame Place:

Ideal for families with young children, Sesame Place is the place where parents and children can share in the spirit of imagination and experience *Sesame Street*® together. Sesame Place is located just 30 minutes north of Philadelphia and 90 minutes south of New York City. For more information, visit www.sesameplace.com or call 1.866.GO.4.ELMO.

About Variety – The Children’s Charity:

Since 1935, Variety – The Children’s Charity, a 501(c)(3) organization, has continued its mission of building independence and self-confidence in children and youth with physical and developmental disabilities located throughout the Greater Philadelphia Region, including South Jersey and parts of Delaware by offering educational, recreational and social enrichment activities, while connecting families to resources. For more information, visit www.varietyphila.org or call (215) 735-0803.

About Autism Speaks:

Autism Speaks is the world’s leading autism science and advocacy organization. It is dedicated to funding research into the causes, prevention, treatments and a cure for autism; increasing awareness of autism spectrum disorders; and advocating for the needs of individuals with autism and their families. Autism Speaks was founded in February 2005 by Suzanne and Bob Wright, the grandparents of a child with autism. Mr. Wright is the former vice chairman of General Electric and chief executive officer of NBC and NBC Universal. Since its inception, Autism Speaks has committed nearly \$200 million to research and developing innovative resources for families. Each year Walk Now for Autism Speaks events are held in more than 100 cities across North America. On the global front, Autism Speaks has established partnerships in more than 40 countries on five continents to foster international research, services and awareness. To learn more about Autism Speaks, please visit AutismSpeaks.org.