

## Sesame Workshop and Sourcebooks Celebrate a Bestseller Debut This Valentine's Day!

### *Beloved Children's Brand and Top Kids Book Publisher Sharing Love: from Sesame Street for 50<sup>th</sup> Anniversary*



(New York, NY, and Chicago, IL) February, 15, 2019 – This Valentine's Day, Sesame Workshop and Sourcebooks are celebrating the debut of **Love: from Sesame Street** on the *New York Times* [Children's Picture Books](#) bestseller list!

This is the first time that a *Sesame Street* book has made a *New York Times* bestseller list since 1970.

"As we celebrate *Sesame Street's* fiftieth anniversary, we're as committed as ever to working with innovative partners like Sourcebooks to create timeless books that resonate with readers across generations," said Jennifer A. Perry, Sesame

Workshop's vice president and publisher for North America media products. "We're proud that **Love: from Sesame Street**—with its uplifting message about the many wonderful ways to express love—shows the makings of an instant classic!"

"The most remarkable part of being a publisher is the ability to connect readers with extraordinary books and brands," said Dominique Raccah, Sourcebooks publisher and CEO. "Sesame Workshop has been one of my favorite partners because of the extraordinary good they do in the world. I am deeply touched to help celebrate their fiftieth anniversary with this amazing news."

**Love: from Sesame Street** is the eighteenth collaboration between Sourcebooks and Sesame Workshop, the nonprofit organization behind *Sesame Street*. The book features a new format for Sesame books, one intended to appeal to a wide range of readers and make a meaningful gift for many different special life moments and occasions.

"We look forward to expanding the love already evident for this title to an ebook, a personalized version, and additional titles in this line," said Sesame Workshop editorial director Karen Halpenny.

Sourcebooks will publish three more Sesame Workshop titles this year—*You Can Do It: A Little Book about the Big Power of Perseverance* (June), *Happy Halloween!* (August) in the My First Big Storybook series, and *Dream: with Sesame Street* (November) in the same giftable format as *Love: from Sesame Street*. Sourcebooks also offers personalized *Sesame Street* books through their [Put Me In The Story](#) program.

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“It’s such an honor and a privilege to have Sesame Workshop as a partner,” said Karen Shapiro, publishing manager for Sourcebooks Wonderland. “For the past six years, we’ve collaborated closely with their team to develop incredibly compelling stories featuring their beloved characters, working together to build a world in which every child is a reader.”

### **About Sourcebooks**

Sourcebooks, Inc. is a thriving entrepreneurial company that brings extraordinary authors to readers in the most dynamic, data-driven ways. We create books that transcend categories and defy odds and have been honored with hundreds of national bestsellers and awards. We are home to enthusiastic, book-loving employees who are dedicated to connecting books to readers in new and innovative ways. Story by story, book by book, we have touched over 100 million lives. Join us as we change 100 million more. Visit [sourcebooks.com](http://sourcebooks.com) for more information.

### **About Sesame Workshop**

Sesame Workshop is the nonprofit media and educational organization behind *Sesame Street*, the pioneering television show that has been reaching and teaching children since 1969. Today, Sesame Workshop is an innovative force for change, with a mission to help kids everywhere grow smarter, stronger, and kinder. We’re present in more than 150 countries, serving vulnerable children through a wide range of media, formal education, and philanthropically funded social impact programs, each grounded in rigorous research and tailored to the needs and cultures of the communities we serve. For more information, visit [sesameworkshop.org](http://sesameworkshop.org).

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