



For Immediate Release

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**EXPLORE THE NIGHT SKY WITH BIG BIRD AND HIS FRIENDS IN
ONE WORLD, ONE SKY: BIG BIRD'S ADVENTURE
OPENING AT THE ADLER PLANETARIUM OCTOBER 17, 2008**

FOR IMMEDIATE RELEASE: Chicago, (August 18, 2008) This fall, explore the night sky with your favorite friends from *Sesame Street* in ***One World, One Sky: Big Bird's Adventure*** opening October 17, 2008 at the Adler Planetarium.

One World, One Sky: Big Bird's Adventure was created as part of a global partnership between the Adler; Sesame Workshop, the nonprofit educational organization behind *Sesame Street*; the Beijing Planetarium and the Liberty Science Center (Jersey City, NJ). This project received major funding from the National Science Foundation and the PNC 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*** is being presented in Chicago by the Motorola Foundation.

Based on the popular children's show *Sesame Street*, ***One World, One Sky: Big Bird's Adventure*** features Big Bird, Elmo and their friend from China, Hu Hu Zhu, and is aimed at children ages 4 – 6. The planetarium show, which will be shown on an all-digital, 360° screen more than 50 feet in diameter, will be presented at the Adler in English, Spanish and Mandarin (visit www.adlerplanetarium.org for details on Spanish and Mandarin screenings). The project's main goals are to provide young children in China and the U.S. with an age-appropriate introduction to astronomy, promote positive attitudes toward science, foster cross-cultural appreciation and establish a successful and lasting bi-national collaboration among informal science educators and institutions in China and the U.S.

"People of all ages are fascinated by the night sky," said Adler Planetarium President Paul H. Knappenberger Jr., PhD. "This global partnership enabled us to introduce basic science concepts to young children with the loveable *Sesame Street* characters that they know and trust. By building a solid educational foundation early, and creating positive attitudes towards science and other cultures, this experience will encourage children and their families to explore, ask questions and continue valuable learning at home."

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One World, One Sky: Big Bird's Adventure begins on *Sesame Street* when Elmo's friend, Hu Hu Zhu, visits from China. Together, Big Bird, Elmo and Hu Hu Zhu locate the Big Dipper, the North Star and the Moon in the night sky. Elmo and Hu Hu Zhu want to learn more about the Moon, so Big Bird suggests that they use their imagination to travel there. Once on the Moon, Elmo and Hu Hu Zhu quickly learn that the Moon has a very different environment than Earth. They discover there is no air on the Moon and learn that without air there can be no trees, animals, flowers or, to their disappointment, flying kites or playing soccer. Realizing this makes them homesick, so they use their imagination to take them back to *Sesame Street*. Back on Earth, Big Bird, Elmo and Hu Hu Zhu realize that even though they live in two different countries, they still share the same sky.

"*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."

Special Programming

The fun continues at the Adler with *One World, One Sky: Big Bird's Adventure*-themed activities and events for the whole family including **Sesame Street Family Week October 20-24, 2008** and a *Sesame Street*-themed **Far Out Friday on November 7, 2008**. Both will feature free activities including *Create Your Own Constellation*, *Fun in the Sun* and *Night and Day*-themed demonstrations that simulate the Earth's rotation. *Sesame Street Family Week* is free with paid museum admission. Visit www.adlerplanetarium.org for *Far Out Friday* ticket prices and to confirm activities and times.

One World, One Sky: Big Bird's Adventure will be presented daily in the Definiti Space Theater. The **Galaxy Package** includes the ***One World, One Sky: Big Bird's Adventure*** planetarium show, general admission and an audio tour; \$19 (adults); \$17 (adult-Chicago residents); \$15 (children); \$14 (children-Chicago residents); \$17 (seniors); \$15 (senior-Chicago residents); Children ages 3 and under receive free general museum admission. Visit www.adlerplanetarium.org or call (312) 922-STAR for details.

Location and Travel Information

The Adler Planetarium is located at 1300 South Lake Shore Drive on Chicago's beautiful Museum Campus. Exit Lake Shore Drive at 18th Street, continue north on Museum Campus Drive. Then veer right on Solidarity Drive. Parking is available in the lot adjacent to the Adler. Parking lot only accepts cash. Check www.soldierfieldparking.com for information about large Museum Campus events that may impact parking availability. The Adler is serviced daily by CTA #146 and #12 buses. Metra Electric and South Shore trains stop at nearby Roosevelt Road station. CTA Red, Green and Orange lines are approximately a one-mile walk from the Museum Campus.

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.

About the Adler Planetarium

The Adler Planetarium – America's First Planetarium – was founded in 1930 by Chicago business leader Max Adler. Following its 75th anniversary, the Adler has begun a transformation into the world's premiere space science center, inspiring the next generation of explorers by sharing the personal 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.

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