



SESAME STREET 2017 PRODUCT DESCRIPTIONS

PLAYSKOOL will have kids laughing and smiling more than usual this year with the all new toys from SESAME STREET! Elmo's laugh is back with the new **TICKLE ME ELMO** toy and bright, colorful, early developmental toys featuring favorite SESAME STREET characters make learning fun for the youngest SESAME STREET fans!

SESAME STREET products for 2017 include:

TICKLE ME ELMO Toy

(Ages 18 months - 4 years/Approx. Retail Price: \$29.99/ Available: Fall 2017)

HA! HA! Hee! Hee! Elmo's hysterical laugh is back! The magic of Tickle Me Elmo returns—a new version for a whole new generation of fans! Little ones can start the hilarious fun when they press his tummy or squeeze his feet. First they'll hear Elmo's contagious giggle. When they continue to squeeze and "tickle" Elmo, he laughs harder and harder until he starts to move and shake! Children can't help but giggle along when they hear his funny sayings and hysterical laughing sounds. Tickle Me Elmo is as silly, cuddly, and lovable as ever! He's funny! He's furry! You can't put this giggle monster down! 2 AA demo batteries included.

COOKIE MONSTER'S DROP & ROLL

(Ages 12 months & up/Approx. Retail Price: \$19.99/ Available: Fall 2017)

Cookie Monster wants a cookie! The **COOKIE MONSTER'S DROP & ROLL** Playset is an adorable way to help little ones learn their 1-2-3s! Toddlers drop a cookie ball into Cookie Monster's mouth, watch it roll down the ramp, then count each cookie as it rolls into place. As Cookie Monster 'eats,' he responds with funny phrases, a silly song, and makes his funny 'om nom nom' sounds to make playtime even more fun. Playset includes Cookie Monster ball ramp and 3 cookie balls.

ELMO & FRIENDS GEAR PLAY Playset

(Ages 12 months & up/Approx. Retail Price: \$16.99/ Available: Fall 2017)

Take Elmo's SESAME STREET friends for a spin with the **ELMO & FRIENDS GEAR PLAY** Playset! This cheerful set includes 8 interchangeable, smiley-faced gears for little ones to arrange, stack, count, and spin. Place the gears and then press Elmo's nose to make favorite SESAME STREET characters' faces turn round —no batteries required! Includes Elmo gear board and 8 interchangeable gears.

ELMO'S STACK & NEST FRIENDS Playset

(Ages 12 months & up/Approx. Retail Price: \$9.99/ Available: Fall 2017)

Nest, stack, match, and play peek-a-boo with 4 favorite SESAME STREET pals! Little ones can stack the characters to create a SESAME STREET tower of friends, or explore the cutout shapes for peek-a-boo fun! Each character fits neatly within one another for compact storage and nesting play. When toddlers separate the Big Bird, Cookie Monster, and Oscar nesting blocks, they'll find a sweet surprise—Elmo! Includes 4 nesting blocks.

ELMO & FRIENDS SMARTPHONE

(Ages 18 months & up/Approx. Retail Price: \$12.99/ Available: Spring 2017)

Little ones can pretend to call Elmo and other beloved SESAME STREET characters on this adorable smartphone that looks like Mom's and Dad's! Press the orange button to receive a phone call from Elmo, Ernie, Abby Cadabby, or Cookie Monster. The **ELMO & FRIENDS SMARTPHONE** rings and lights up when a SESAME STREET pal calls. Listen to their familiar voices or sing along to favorite songs. Preschoolers can hear about the weather, explore letters and numbers, and play music! They can even press the voicemail button to listen to a sweet or silly message. Includes smartphone toy and instructions.

SESAME STREET SNUGGLE ME IN PLUSH

(Ages 12 months & up/Approx. Retail Price: \$9.99/ Available: Fall 2017)

Getting ready for bed is lots of fun with the SESAME STREET SNUGGLE ME IN ELMO & COOKIE MONSTER Plush! Kids can tuck in their favorite SESAME STREET plush pals at bedtime, like parents do for them! Kids can flip Elmo and Cookie Monster from being in their PJs to being cozied under the covers. Getting ready for bed is lots of fun with these cuddly companions! Each sold separately.