



## GUND'S ELMO CELEBRATES SESAME STREET'S 40th ANNIVERSARY

June 2009

The longest running children's television program, **Sesame Street**<sup>®</sup>, is celebrating 40 years on television in November 2009. Sesame Street is an award-winning children's program and has entertained generations of children around the globe.

GUND has created a commemorative **Elmo** to mark this momentous occasion. This 21" **Elmo** is crafted of bright red corduroy with Elmo's signature wide smile. **Elmo** is one of the characters most recognized by children and adults alike.

Each **40th Anniversary Elmo**<sup>™</sup> has a special hang tag denoting this very special milestone. With the purchase of six **40th Anniversary Elmo**<sup>™</sup>, GUND will provide a special point of purchase shelf talker to highlight this extraordinary anniversary.



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