



## **SESAME STREET 2020 Product Descriptions**

### **SESAME STREET COOKIE MONSTER'S FOODIE TRUCK**

(HASBRO/Ages 18 months & up/Approx. Retail Price: \$14.99/Available: Now)

Inspired by the popular Sesame Street segment COOKIE MONSTER'S FOODIE TRUCK starring Cookie Monster and Gonger, this toy combines shape sorting and vehicle play in one! Sort the shapes, then push them through the correct holes in the truck. The back of the truck opens so kids can dump the pieces out and play again or store them away for next time! This adorable Sesame Street shape-sorter and truck toy features brightly colored shapes with food decals, spinning wheels, and a twistable truck stack chef's hat. Kids ages 18 months and up can explore food, shapes, and colors as they pretend to roll along on a Foodie-Truck adventure! Includes truck and 6 play pieces. Available at most major toy retailers nationwide.

### **SESAME STREET BRUSHY BRUSH ELMO 12-INCH PLUSH**

(HASBRO/Ages 18 months & up/Approx. Retail Price: \$19.99/Available: Now)

"Brush, brushy-brush, brushy-brush!" Inspired by the popular online Sesame Street segment featuring Elmo singing the "Brushy Brush" song, this adorable 12-inch plush Elmo toy is wearing his signature polka-dot PJs and comes with a plastic toothbrush attached to his hand. Kids can squeeze Elmo's tummy to hear him say fun phrases that encourage them to brush their teeth! Press Elmo's belly once to hear him say phrases like, "Let's brush our top teeth!" and sing for 1 minute. Press again for more fun phrases like, "Now let's brush our bottom teeth!" and sing for another minute. Brushing along while Elmo sings can help kids brush for the dentist-recommended 2 minutes of brushing and have fun with one of their favorite Sesame Street characters! BRUSHY BRUSH ELMO is a great toy for toddlers ages 18 months and up, and for parents who want to encourage good brushy-brushing habits. Available at most major toy retailers nationwide.

### **SESAME STREET PEEKABOO COOKIE MONSTER TALKING 13-INCH PLUSH TOY**

(HASBRO/Ages 18 months & up/Approx. Retail Price: \$29.99/Available: 8/1/20)

PEEKABOO COOKIE MONSTER loves eating cookies ... and playing peekaboo! And kids will adore playing peekaboo along with their favorite cuddly pal from Sesame Street! Squeeze PEEKABOO COOKIE MONSTER'S tummy and he raises his arms to hide behind his soft, oversized cookie. This talking Cookie Monster toy also responds with silly sounds, hiccups and phrases such as, "Hey! Me busy eating cookie!" Playing with PEEKABOO COOKIE MONSTER is the best! He also makes a great toy or gift for kids ages 18 months and up. Available at most major toy retailers nationwide.

### **SESAME STREET ROCK AND RHYME ELMO TALKING, SINGING 14-INCH PLUSH TOY**

(HASBRO/Ages 18 months & up/Approx. Retail Price: \$39.99/Available: 8/1/20)

"Strum the guitar to rock with Elmo!" Kids will love strumming and singing along with SESAME STREET ROCK AND RHYME ELMO! What's more, ROCK AND RHYME ELMO sings unique lyrics to songs kids know and love, like "Farmer in the Dell": "When Elmo plays a song, it's time to groove along! Yeah, yeah, it's so much fun when Elmo plays a song!" For versatile bilingual play, Rock and Rhyme Elmo speaks and sings in Spanish too: "¡Fue muy divertido tocar la música contigo!" This talking Elmo doll also responds to nose squeezes with silly honking noises. Playing with ROCK AND RHYME ELMO is such a blast! And kids will adore making music with their beloved, cuddly pal from Sesame Street. This soft plush Elmo doll also makes a great toy or gift for kids ages 18 months and up. Available at most major toy retailers nationwide.