

# MasterPieces Signs License Deal for Sesame Street

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ORO VALLEY, AZ, UNITED STATES, January 14, 2021 /EINPresswire.com/ -- MasterPieces, Inc. today announced a new license deal with Sesame Workshop for a line of products featuring the beloved Sesame Street brand and characters.

MasterPieces, now in its 25th successful year of providing the world with high quality puzzles, toys, games, and crafts, adds one of the most internationally recognized brands to its list of licensed properties.

David Rolls, President of MasterPieces, said, "We are thrilled to be working with Sesame Workshop. Together, we've been able to create some of our most captivating and fun, educational products that all feature many of the tremendously popular characters, including Elmo, Oscar the Grouch, Cookie Monster, Big Bird, and more."

The new MasterPieces' Sesame Street products, which will begin to appear on store shelves this summer, engage children in original craft activities, memory games, and classic card games that entertain as they educate young minds.

For over 50 years, Sesame Street, produced by the nonprofit organization Sesame Workshop, has delivered not only school-readiness lessons promoting literacy and numeracy, but also age-appropriate guidance on healthy habits, self-expression and self-regulation, empathy, friendship,



The image shows a product box for the 'Sesame Street Garbage Truck Wood Paint Kit'. The box features a blue and green garbage truck with Oscar the Grouch on top. A hand is shown painting the truck. The box includes a 'Moving Wheels!' badge and a 'Includes Oscar stand-up' badge. The text on the box reads 'Garbage Truck Wood Paint Kit' and '4+ years'. Below the box, there is a list of contents: '1 Metallic Finish (0.16 fl oz (5 ml))' and '5 Acrylic Paints (0.84 fl oz (25 ml))'. A warning label states: 'WARNING: CHOKING HAZARD—Small parts. Not for children under 3 years.'

Sesame Street Garbage Truck is a DIY wood paint kit featuring Oscar the Grouch

and much more.

“Sesame Workshop’s mission is to help kids grow smarter, stronger, and kinder, and that means nourishing the mind and body,” said Gabriela Arenas, Vice President of Licensing, North America, Sesame Workshop. “We’re pleased to be working with MasterPieces to bring fun and engaging activities to children and families.”

The new Sesame Street products include:

• **Draft Kits:**

o Sesame Street Garbage Truck (MSRP \$14.99) is a DIY wood paint kit featuring Oscar the Grouch

o Sesame Street Best Friends Character Bank (MSRP \$14.99) is a personal coin saver wood bank box paint kit featuring Elmo on one side and Cookie Monster on the other side.

o Sesame Street School Bus (MSRP \$15.99) is a large cardboard traditional school bus featuring bus riders: Elmo, Big Bird, Cookie Monster, Snuffleupagus and other characters to decorate with the stickers and 8 included markers.

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*David Rolls, President of  
MasterPieces, Inc.*

• **Games:**

o Grouchy Old Oscar card game (MSRP \$9.99)

o Elmo & Friends Matching Game (MSRP \$9.99)

o Elmo & Friends Supersized Playing Cards (MSRP \$7.99)

o Sesame Street 3-in-1 Educational Card Games (MSRP \$9.99) includes color match, number match, and alphabet match games.

o Sesame Street Alphabet Bingo (MSRP \$9.99)

**About MasterPieces:**

Celebrating its 25th full year in business, MasterPieces Inc. was founded by David Rolls, former 8-year professional

baseball player for the Kansas City Royals and Texas Rangers organizations, in 1995 with a



The advertisement features a vibrant yellow background with a Sesame Street logo in the top left corner. In the center, a hand is shown painting a red Elmo character on a wooden bank. To the right, a circular inset shows a blue Cookie Monster character with a cookie in its mouth. Below the main image, there are several small containers of acrylic paint in various colors (red, yellow, blue, black, white) and a paint palette. Text elements include "1 Bank 2 Sides!" in a green speech bubble, "You get Elmo AND Cookie Monster!" in a yellow speech bubble, and "6 Acrylic Paints (1.01 fl oz (30 ml))" in a green banner. A green banner at the bottom right says "Best Friends Bank Wood Paint Kit" and "4+ years". A warning label in the bottom right corner reads "WARNING: CHOKING HAZARD—Small parts. Not for children under 3 years." The MasterPieces logo is also visible in the bottom right corner.

passion to serve diverse retail markets and partner with evergreen brands and top puzzle artists. Twenty-five years later, MasterPieces has established itself as the market leader for combining the best quality products with the best value. Headquartered in Tucson, Arizona, MasterPieces reputation for producing innovative and high-quality products has propelled its global growth and the company's commitment to ensuring great value and superior customer support has earned its dedicated, worldwide customer loyalty. MasterPieces creates some of the world most elegant puzzles and innovative packaging, as well as toys and gifts, while also partnering with brands such as Caterpillar, Scholastic, Hershey's, John Wayne, Realtree, and Warner Bros., as well as sports licensing with MLB, NFL, NCAA, and NHL organizations. For more information about MasterPieces, visit the company website at [MasterPiecesInc](http://MasterPiecesInc) and for the most immediate information and interaction with the company, please like and follow MasterPieces on Facebook, Twitter, Instagram and YouTube.



#### About Sesame Workshop:

Sesame Workshop is the nonprofit 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, please visit [www.sesameworkshop.org](http://www.sesameworkshop.org).

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