

# Australian Brand Mindful & Co Kids Teams Up with Sesame Street to Support Children's Mental Health

GOLD COAST, AUSTRALIA, February 28, 2024 /EINPresswire.com/ -- In a collaboration that brings together the magic of Sesame Street and the mindfulness expertise of [Mindful & Co Kids](#), the Australian brand is thrilled to introduce the "Mindful Moments with Sesame Street" Floor Puzzle. The puzzle is designed to cultivate mindfulness, emotional well-being, and a host of critical life skills in children, featuring an array of beloved characters from the iconic Sesame Street series, including Elmo, Cookie Monster, Abby Cadabby, and many others.

At its core and crafted to encourage moments of mindfulness and self-awareness, the puzzle promotes problem-solving skills, collaboration, and communication among its young users. Completing the puzzle not only enhances pride and self-confidence but also serves as a playful tool for parents and educators to engage children in meaningful discussions about emotions and mindfulness.

"Our puzzle is more than a game; it's a journey into mindfulness for children, offering a serene exploration of emotions and the present moment through the familiar and comforting lens of Sesame Street characters," says founder of Mindful & Co Kids, Jacqueline Yeats. "It embodies our commitment to nurturing the mental and emotional well-being of children, a mission that has garnered us recognition and endorsement from influential figures, including Oprah Winfrey on two different occasions."

[Sesame Workshop](#), the global impact non-profit behind Sesame Street, has long been dedicated to supporting children's emotional well-being, making this partnership a natural fit. The puzzle illustrates this commitment beautifully, featuring scenes of Count Von Count reveling in simple joys, Cookie Monster enjoying a picnic, Big Bird expressing gratitude, Abby Cadabby floating on bubbles, Grover in a warrior pose, Oscar the Grouch engrossed in a book, and Bert and Ernie enjoying a peaceful row on the water.

Set against the backdrop of Central Park, New York, the puzzle not only offers fun and engagement but also a mindful meditation-like experience that can reduce stress and promote relaxation. Some of the puzzle's benefits and features include:

- Develops important emotional skills, encouraging mindfulness and self-awareness.
- Enhances problem-solving abilities and fosters teamwork.

- Suitable for use at home, in classrooms, and daycare centers, appealing to ages 18 months to 100 years.
- Features sustainable packaging and materials, ensuring an eco-friendly and inclusive experience.
- The 900 x 600mm floor puzzle includes 48 pieces and 24 printed stickers, with illustrations by Chloe Jasmine.

For more information about Mindful & Co Kids, or to purchase the puzzle, please visit <https://www.mindfulandcokids.com/>.

#### About Mindful & Co Kids

Founded by Jacqueline Yeats, Mindful & Co Kids is at the forefront of redefining mindfulness for young minds, transcending traditional confines to embrace a holistic way of life focused on empowerment, compassion, and understanding. This initiative is underpinned by the belief that equipping children with the ability to navigate life's complexities with mindfulness and resilience is among the most valuable gifts parents can provide. Beyond academic learning, Mindful & Co Kids fills a crucial gap in education, teaching children the importance of self-love, silence, and trusting their intuition through yoga and mindfulness practices.

Greg Gillovic  
Mindful & Co Kids  
[greg@mindfulandcokids.com](mailto:greg@mindfulandcokids.com)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/691989861>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.