



## **NUGGET AND SESAME WORKSHOP EXPAND COLLABORATION WITH MORE *SESAME STREET* PLAY COUCHES**

*Original Play Couch Creators Introduce New Cookie Monster Nugget,  
Fan-Favorite Elmo Nugget Returns*

**BUTNER, N.C. (Jan. 26, 2022)** – Nugget, the original creator of the configurable kids play couch, and Sesame Workshop, the nonprofit organization behind *Sesame Street*, are expanding their collaboration with the launch of The Cookie Monster Nugget and relaunch of The Elmo Nugget. With the addition of the loveable, classic blue monster to the *Sesame Street* collection, Nugget continues to build on its mission of serving families looking to nourish kids’ mental, physical and emotional growth. Both The Cookie Monster Nugget and The Elmo Nugget are now available on its website.

“We love everything about Sesame Workshop but most of all, its commitment to helping kids grow smarter, stronger, and kinder. The organization and its on-going work perfectly align with our mission to grow imaginations,” said Ryan Cocca, Chief Marketing Officer, Nugget. “We saw first-hand when we released The Elmo Nugget, which was one of the most popular Nuggets of all time, that *Sesame Street* remains cherished for kids and grownups alike. Now fans have more ways to bring Cookie Monster and Elmo into their homes, with a product that isn’t static, but can instead be reconfigured and grow with them over time.”

The *Sesame Street* Nuggets are designed with both kids and parents in mind, using bold colors and charming patterns that reflect each character and are fun and stylish for any space. With appliques of the characters’ faces on the Nugget triangle pillows, kids can build their very own Cookie Monster or Elmo. Like all Nuggets, the microsuede materials are durable and ultra-comfortable for playtime or simply relaxing while watching the latest *Sesame Street* episode.

“We’re thrilled to collaborate even more deeply with the team at Nugget to bring the beloved Cookie Monster and Elmo into homes in a very unique way that supports big ideas and interactive play for the entire family,” said Gabriela Arenas, Senior Vice President of Global Licensing, Sesame Workshop.

Limited quantities are available on [NuggetComfort.com](https://www.nuggetcomfort.com). Full Nuggets are priced at \$279, which includes base, cushion, and two triangle pillows and a Nugget Cover Set is \$159. Pillow Packs will not be available.

### **ABOUT NUGGET**

Nugget was started in 2014 with the idea that furniture isn’t just something to sit on, but a source of creativity, exploration and fun. The company, based in Butner, N.C., designs and manufactures simple, high-quality kids’ furniture that can live anywhere in the home, so play can

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happen anywhere too. After gaining thousands of loyalists, nearly 18,000 five-star reviews and introducing exclusive licensing collaborations, the company found success by operating with honesty, heart, and a few silly jokes along the way—just like kids do. The team continues to operate with this mindset to this day, working hard to unlock new worlds of imagination and play, four pieces at a time.

### **About Sesame Workshop**

Sesame Workshop is the nonprofit media and 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 [sesameworkshop.org](https://www.sesameworkshop.org).

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