

**EMBASSY OF THE UNITED STATES OF AMERICA**

**PUBLIC AFFAIRS SECTION**

TEL: 880-2-883-7150-4

FAX: 880-2-9881677, 9885688

E-MAIL: [DhakaPA@state.gov](mailto:DhakaPA@state.gov)

WEBSITE: <http://dhaka.usembassy.gov>



**PRESS RELEASE**

**U.S. AMBASSADOR AND INFORMATION MINISTER  
MEET TUKTUKI AT SISIMPUR**

**SAVAR, MAY 27** — U.S. Ambassador James F. Moriarty and Bangladesh Minister for Information and Culture Abul Kalam Azad visited the production studios of the popular children's television program, *Sisimpur* today, May 27. The United States Government funds this important educational program. Ambassador Moriarty and Mr. Azad learned about the positive impact this television program has had on millions of young children throughout Bangladesh. In addition to touring the studio, they met with well-known *Sisimpur* Muppets and characters, including *Tuktuki*, *Bot-tala*, *Lal-Bari*, *Ikri*, and *Mukul-Shumona*.

Since broadcasting began on BTV in April 2005, *Sisimpur* has become the most widely watched children's television show in Bangladesh. The program provides informal education to an estimated 9 million children each week. *Sisimpur* focuses on improving literacy, numeracy, and critical thinking skills in children between the ages of 3-6.

*Sisimpur* is a partnership between the New York-based Sesame Workshop and Nayantara Communications Bangladesh. The United States Government, through USAID, has provided \$14.7 million in funding. *Sisimpur* airs on BTV and BTV World on Fridays at 9:05 a.m. and telecasts on Saturdays at 2:15 p.m. and Wednesdays and Thursdays at 4:05 p.m.

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Note: A Bangla translation of this press release is also available at the American Center. If you are interested in the translation, please call the American Center Press Section, Tel: 8837150-4, Fax: 9885688; e-mail: [DhakaPA@state.gov](mailto:DhakaPA@state.gov); Website: [http:// dhaka.usembassy.gov](http://dhaka.usembassy.gov)