



Beats Electronics
8600 Hayden Place
Culver City, CA, 90232

Anders Payne
Media Relations
(510) 697 2297
andersppayne@gmail.com

NEWS RELEASE

FOR IMMEDIATE RELEASE

BEATS ANNOUNCES LAUNCH OF NEW HEADPHONE LINE “SESAME STREET BEATS”

Beats and Sesame Street Partnership will also create programs focused on music education and literacy

CULVER CITY, Calif./Oct. 28, 2025 – Beats is partnering with Sesame Street to showcase a new headphone line, Sesame Street Beats and educate people on safer listening habits while introducing them to Beats products in a fun, lighthearted way. The product has built-in safety valves meant to protect children’s ears. Parents can remove these valves at their own discretion.

Online pre-orders will start Nov. 1, and the rollout will begin Dec. 1. The headphones will feature four different Sesame Street characters, each in its own color: Elmo, Big Bird, Cookie Monster and Kermit. Prices will start at \$249.

Beats and Sesame Street will package educational programs with the headphones, but they will also be available to purchase separately on iTunes. The programs will focus on the importance of music literacy at a young age.

“It is essential to educate our kids early on why listening health matters,” said Dr. Dre, co-founder of Beats. “This project is a great way to educate people while also showing them our latest innovations.”

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“Elmo is excited to learn and have fun,” said Elmo. “Elmo loves music and wants to listen with you.”

About Beats Electronics: Beats is an established audio brand focused on relationships and getting premium products to its customers. The brand connects its listeners to different avenues in the music industry while providing quality electronics.

To learn more about our organization, goals and future collaborations, visit beatsbydre.com.

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