

Zoonicorn Newsletter

Contents

- Updated Zoonicorn Assets in MyMediabox 2
- A Note from Mark Lubratt 3
- Mark Lubratt Narrates the Zoonicorn Brand Origin Story — Now on Video! 4
- Season 3 Launches on YouTube 5
- Zoonicorn Expands Partnership with Teddy Mountain 7
- Christmas Giveaways 8
- Zoonicorn Inflatables Bring the Fun 9
- Promi Takes Her Star Turn at Toy Fair 10
- MagiCore Reaches Educators 11
- Zoonicorn Elevates Social Media 12
- ... and YouTube 13

A Note From Mark Lubratt



Dear Friends,

We are super excited to start 2026 by sharing our new Zoonicorn brand origin story. This three-minute video was created so that you, our colleagues and partners, can have a better understanding of Zoonicorn's origin, vision, and mission. Click **here** to check it out, and let us know what you think!

Here's some more news you'll read about in this issue of the Zoonicorn newsletter:

In February, Promi completed an amazing star turn at New York Toy Fair. She was a highlight at the show's opening character parade and made a memorable appearance at the booth of our plush partner, Teddy Mountain.

Our digital marketing partner, The Wyld Bunch, is now managing Zoonicorn's social media and YouTube channel. New content includes original music videos, user generated content (UGC), shorts, long-form compilations, and playlists.

In yet another major breakthrough for Zoonicorn, our show is getting recognized for its educational value. As you'll see on these pages, our relationship with MagiCore is a major step in providing content to educators that focuses on our core social emotional building blocks of optimism, persistence, and resilience.

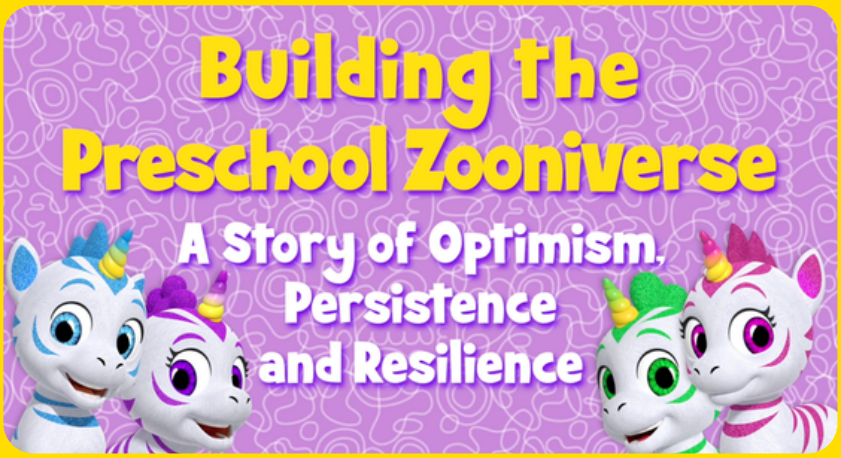
Finally, stay tuned: we expect to make a big announcement at Licensing Expo. We could not be more energized about what's next. When you hear it, you will be too!

Zootastic things are happening all over! With distribution in over 100 countries around the world, 52 all-new Season 3 episodes on the way, new marketing initiatives, new licensing deals, and a focus on teachers and educators, Zoonicorn is reaching new heights in 2026!

—Mark Lubratt,
CEO/Creator of Zoonicorn

Mark Lubratt Narrates the Zoonicorn Brand Origin Story — Now on Video!

We are often asked: How did Zoonicorn get its start? Where did the idea come from? What is the background behind this brand that started small and has made it to the global stage?



We are thrilled to introduce our Zoonicorn brand origin video, a delightful tool that tells you everything you've ever wanted to know about Zoonicorn – and maybe even a little more!

This new video, narrated by Mark Lubratt, takes you back to the beginning, through the voice of the man who started it all. In this video, Mark talks about his inspiration, his vision, and his mission to provide fun, entertaining stories and characters for preschoolers that are wrapped in the fundamental social emotional learning principles of optimism, persistence and resilience.



We encourage you to share this **video** with your customers, retailers, salespeople, and others to use as a marketing tool that will make the most of your Zoonicorn partnerships. Hearing firsthand from Mark about everything that went into the Zoonicorn brand is a great way to build excitement and anticipation. It's inspiring, it's compelling, and it's a story you won't hear anywhere else in children's media! Please let us know if you'd like a shareable link to download the video and we'd be happy to send.





Season 3 Launches on YouTube



Zoonicorn Official
@zoonicornofficial · 556 videos

Get ready for Zoonicorn's big Season 3, featuring the funniest and most Zootastic episodes ever!

The new season premieres on the official YouTube channel in April 2026. We will start with a three-episode launch accompanied by YouTube's "Premiere" feature.

Following this will be weekly releases of all 52 episodes. The new episodes feature an updated thumbnail, following recent testing and redesigns.

To further drive audience anticipation and increase traffic, each month we will publish a long-form compilation video of that month's episodes and an updated Season 3 playlist. We will also create YouTube Shorts, further optimizing Season 3 content.











Zoonicorn Expands Partnership with Teddy Mountain

RETAIL-READY STUFFIES

The licensing collaboration between Teddy Mountain and Zoonicorn expands with a major new initiative to create and distribute retail-ready Zoonicorn stuffies.

This partnership builds on the success of Teddy Mountain's DIY Zoonicorn plushes. All four Zoonicorns will be available, with Pancake, Maple, and Odessa plushes coming later this year.

These branded products will be available directly to consumers and at mass-market and specialty retailers. Teddy Mountain will also showcase the new plushes to its wholesalers through its expansive distribution network in North America, the UK, the EU, the UAE, and Latin America.









Christmas Giveaways



🎉 ZOONICORN STUFFIE GIVEAWAY 🎉

The Wyld Bunch helped make dreams come true this past Christmas for more than a dozen Zoonicorn fans!

With two giveaways hosted on Zoonicorn's social pages, our winners were the first ones ever to receive the Zoonicorn stuffies!





YOUR PRODUCTS AT THE FOREFRONT

If you'd like to participate in future giveaways, posts featuring your products will always be supported by targeted ad reach and include fan photos and direct links to your website. Our team will also handle all logistics and shipping for you.

Your company will benefit from increased exposure on all Zoonicorn social pages, and will feature the happy winners loving your products!

Please reach out to Alyssa at alyssaa@sayleswinnikoff.com.

Zoonicorn Inflatables Bring the Fun

Aliel at the Stamford, CT Holiday Parade

Aliel was in great company, joined by iconic characters such as Peppa Pig, Elmo, Tweety Bird, and Garfield.

Our favorite photographer was there to overhear a heartwarming story of children gushing over their favorite parade balloon, mistaking Aliel for Promi! We understand, sometimes pink looks like purple!



Ene's Inflatable is Here!

Come say hello to the Ene inflatable, making its debut at the Zoonicorn booth in Las Vegas.

The inflatable is available for you to use, alongside the 16-foot Promi inflatable and the 36-foot Aliel parade balloon!



Created by BigEvents, these characters are the perfect addition to your events! Contact Nick at nick@bigeventsonline.com.

Rent Promi and Ene from The Mascot Organization

Promi and Ene walk-around characters can be rented from The Mascot Organization, just scan the QR code. TMO will take care of hiring talent and shipping the costumes to you.



They also clean, maintain, and store the costumes year-round.

Promi Takes Her Star Turn at Toy Fair

Promi's New Friends!

Promi was a massive hit at this year's New York Toy Fair! She led the way during the show's opening character parade, marching right alongside her new friends like Bluey and Strawberry Shortcake.

From there, Promi made her way to the Teddy Mountain booth, where she helped celebrate our new agreement for retail-ready Zoonicorn stuffies.

Fans crowded into the booth to have their picture taken with Promi and take home their own personal Zoonicorn plushes, stuffed for them right before their eyes!



MagiCore Reaches Educators

MagiCore develops interactive, teacher-created digital resources that empower educators and inspire student success.



For over a decade, MagiCore's network of teachers have created memorable learning experiences for students of all backgrounds and abilities.

MagiCore began releasing Digital Learning Modules featuring Zoonicorn episodes in 2025. This is the first time MagiCore has licensed IP from outside content partners. We are so proud and honored to be their first licensing partner.

And it's such a natural fit! Partnering with MagiCore further opens the door to educators and strongly underscores Zoonicorn's continuing mission to be recognized and optimized as a learning tool and educational resource.

MagiCore's Zoonicorn-branded interactive learning activities include vocabulary lessons and skill-building activities. By weaving the core MESH (Mental Emotional Social Health) skills of optimism, persistence, and resilience into its Zoonicorn content, MagiCore perfectly mirrors the curriculum-based stories found in every Zoonicorn episode.

"Mark Lubratt always set out to create content that focuses on persistence, optimism, and resilience. The enthusiastic response we've gotten from MagiCore validates this direction and confirms that we have something truly special for educators," says J'net Smith, Brand Director/Master Agent Global Licensing for Zoonicorn.

MagiCore was founded by Julie Bochese, a former elementary school teacher who recognized that a student's ability to learn and retain lessons can be amplified through digital content based on characters and stories they connect to. It's an immersive, powerful method of elevating and reinforcing learning skills and comprehension.

"Teachers who are using the Zoonicorn content in their curriculum absolutely love it," says Julie. "In fact, their biggest complaint is that they want more! And we are adding more each week! Watching how students connect to the Zoonicorn characters and stories is truly special. Zoonicorn is wonderful preschool TV, of course. But it has also proven to be an invaluable learning tool that educators and homeschoolers truly connect with."

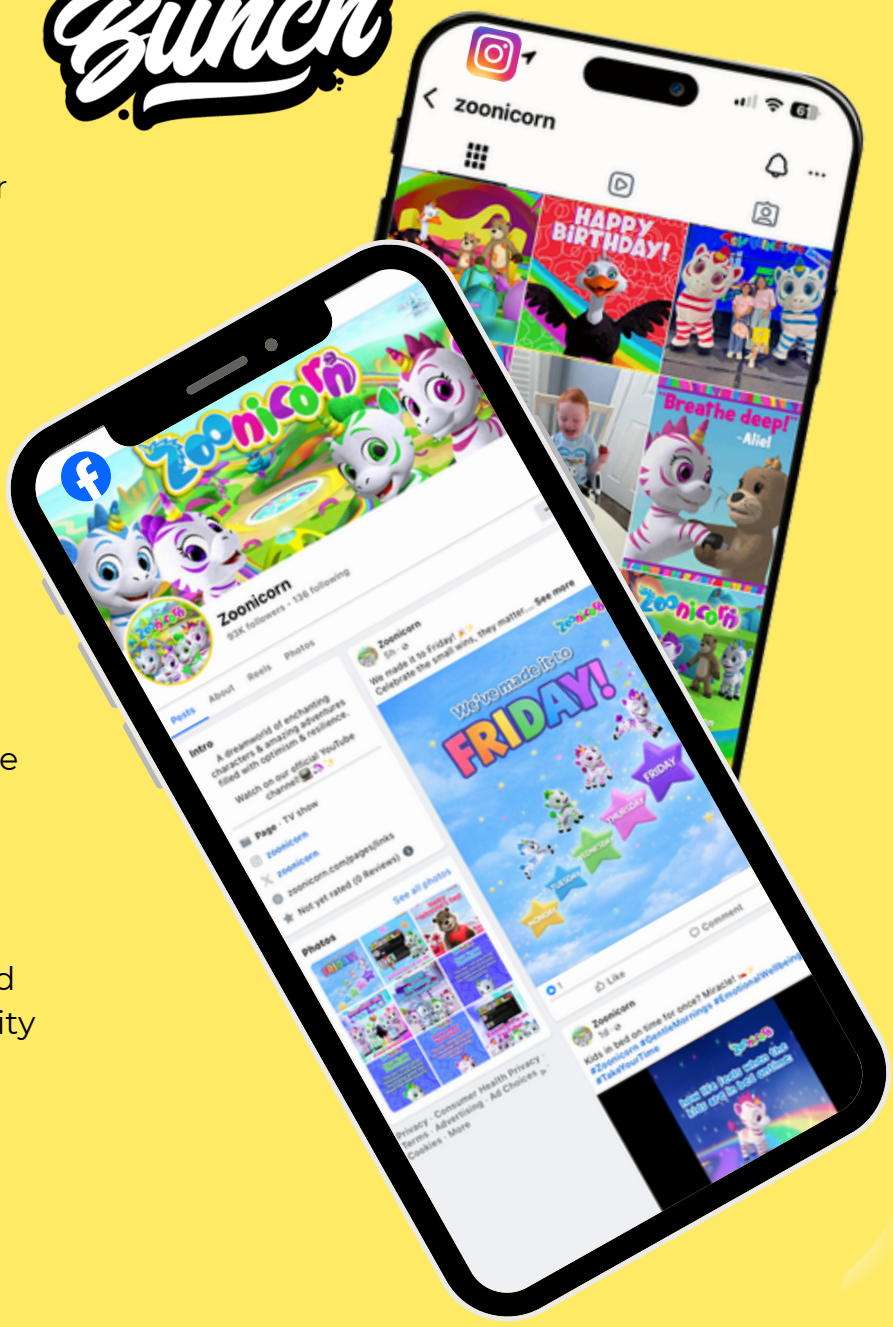
The learning activities are available for classroom teachers and home-schooling parents as part of MagiCore's online learning platform, MagiCore Academy.

Zoonicorn Elevates Social Media

Led by **The Wyld Bunch Agency**, our social media presence is experiencing significant momentum across every platform. Our content strategy is resonating consistently with audiences and driving sustained engagement and discovery.

On Facebook, views jumped by over 1,000%, while interactions grew by more than four times. Instagram followed the same trajectory, with reach tripling over previous levels. Profile visits climbed to more than five times the prior performance. This increased awareness is converting casual followers into active engagement.

Through initiatives like our Holiday Giveaways, targeted ads, and upcoming influencer campaigns, we are able to share more and more about the Zooniverse with an ever-expanding audience. By meeting our fan base and network where they are, we continue to build a passionate and inspired community of Zoonicorn aficionados.



...and YouTube

The Zoonicorn YouTube channel is a great place to launch Season 3, as YouTube has more monthly active users than any other streaming service.

There has been great success leveraging the platform's amazing power, as our watch time, subscribers, and average view duration continue to trend upward.

In 2026, we are working on both the back and front ends of the channel to optimize our viewers' experience and ensure that fans can find Zoonicorn easily and seamlessly.

An analysis of audience behavior is helping to determine the most optimal days and times for uploads. Updated and enhanced SEO is making the channel more searchable. We're identifying opportunities for improvement in impressions and click-through rate.

Finally, we're testing new designs and different ways to deliver content so that we can measure audience reaction and discover what resonates the strongest with viewers.

