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Nelani's 1st Birthday - [Facebook](#)

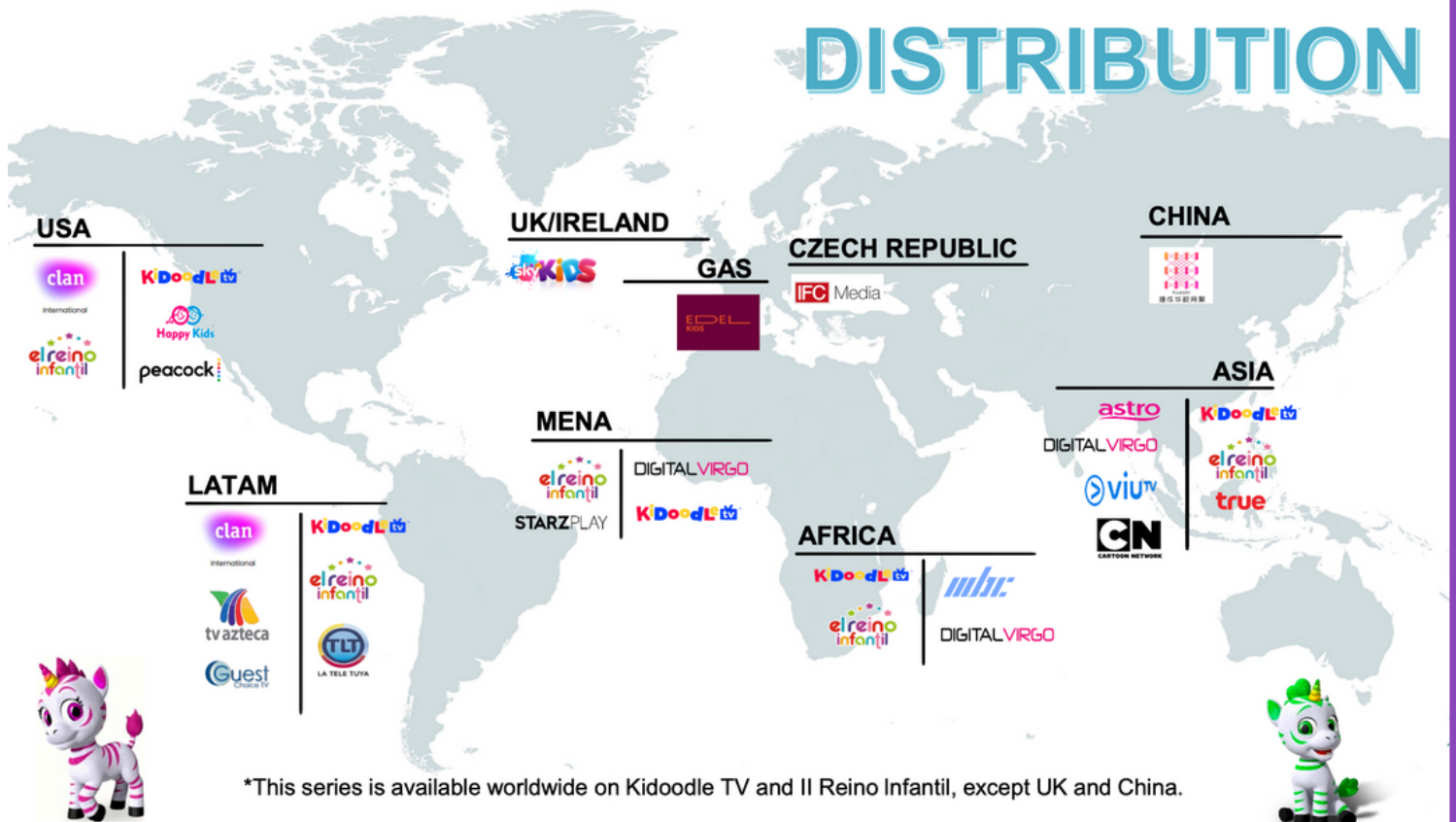
The Ever-Growing Zooniverse



Zoonicorn, LLC and Toonz Entertainment have inked a new deal to greenlight season three of the popular preschool series, with 52 new 7-minute episodes now in development. The global preschool property currently streams worldwide, with consumer products rolling out for Q4, 2023 and into 2024.

Read the full press release [here!](#)

DISTRIBUTION



*This series is available worldwide on Kidoodle TV and II Reino Infantil, except UK and China.

See an enlarged map [here!](#)

Announcing United Smile + Jay@Play Collaboration



Zoonicorn master toy licensee [United Smile](#) has forged a strategic alliance with fellow licensee [Jay@Play](#), whereby Jay@Play will serve as its exclusive Zoonicorn distributor for the US market. United Smile will leverage Jay@Play's extensive retail relationships and market position as it rolls out a range of branded Zoonicorn products beginning in 2024, including playsets, mini-playsets, figurines, plush and animated plush.

Jay@Play, which has returned to the Zoonicorn family with its own licensing agreement, is now releasing Zoonicorn branded products under its Happy Nappers line, which includes the Zoonicorn Photoflix Huggable Digital Friend Plush, featuring a multimedia player and selection of Zoonicorn episodes. They will be starting with their new Adorable Storable product line.

Read the full press release [here](#)!



Foundational Trends in Children's Media

-From the Desk of J'net Smith

With Kidscreen's 2024 Keynote focusing on 'resiliency', it looks like they are recognizing the importance of Zoonicorn's primary message.

Many children's television programs take a practical STEAM-based approach (Science, Technology, Engineering, Arts and Mathematics). These fundamentals provide the access point for analysis, problem-solving and critical thinking. Then there are those that tap into social-emotional learning. The five developmental building blocks to social-emotional learning include self-awareness, self-management, social-awareness, relationship skills and responsible decision-making.

Each of these can be executed with appropriate stories, characters, music and language so that they appeal to a specific target age.

But I know there are foundational skills that are most often overlooked and are essential, albeit critical, to the application of STEAM and social-emotional learning, as well as other developmental stepping stones children need to master.

Just over 8 years ago I was approached by a visionary entrepreneur wanting to create a children's property based on the foundational elements of persistence, optimism, and resilience.

By applying these traits to children's media content, children everywhere are positioned, to succeed in life.

He felt we need to embrace these skills at an earlier age than they are being introduced at home and in schools. This is where the concept for Zoonicorn came from. At Zoonicorn, we focus on the mission and message of persistence, optimism, and resilience. We introduce this essential framework to our audience of kids ages 2-6 through our fun, sweet and engaging characters.

Persistence, optimism and resilience has always been at the heart of everything Zoonicorn stands for. Now it appears the rest of the children's media world is starting to catch up to what Zoonicorn has been weaving into its narratives for years. This year's Kidscreen Summit Keynote is all about resilience.

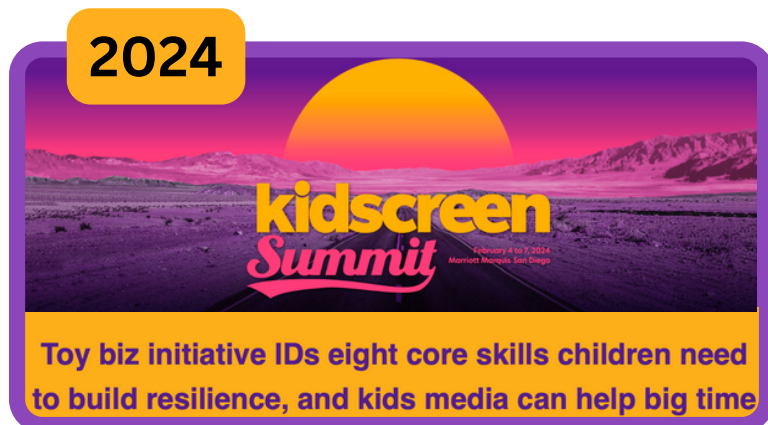
Life is not always easy, and children need to learn to exercise their resiliency muscles. Resilience is the ability to bounce back and keep going. It's the ability to cope and withstand difficulties, that is critical to a child's ability to develop into an emotionally healthy adult.

Zoonicorn founder and creator Mark Lubratt has always believed this whole-heartedly. He knows that if we teach these core lessons at a very young age, they will guide and support what a person does for the rest of their life. Our characters show they are learning and discovering.

This connects them to our audience, helping young children understand that learning is something that requires practice, hope and determination.

This doesn't stop at our Zoonicorn stories. This same thread runs through every part of our brand and brand experience.

Now more than ever, when parents allow screen-time for their little ones, they need to know the shows they choose to let their kids watch are aligned with their families' needs and the values they are looking to instill. Our design, the look and feel of the characters, the shapes and colors of the entire show, and especially the magical Zooniverse, are all tightly connected to these same foundational skills, further capturing the optimism that we share in the show.



Foundational Trends in Children's Media(cont'd)

The small, independent team of people that have made the Zoonicorn property and episodes come to life fully embrace this inspiring message of optimism and resilience.

They face the world with the same optimistic attitude as the Zoonicorns. We are practically Zoonicorns ourselves!

For more than eight years, each of us has carefully honed and polished every aspect of the show to make sure it fits with our mission.

From our earliest days, we began to hear anecdotal stories from educators, such as the kindergarten teacher who used an episode of Zoonicorn as a reward; from kids telling us of their sweet dreams taking place within Zooniverse; and from moms telling us of their kids hugging their Zoonicorn plush at bedtime until they are worn and tattered. It is these stories, as they come to us, that are the reward for our hard work.

They are all the proof we need that an idea and a determined bunch of Zoonicorn-like people can make a difference in this world!

Subscribe to Zoonicorn's Official YouTube Channel



Subscribe to Zoonicorn's newly re-launched YouTube Channel. The channel includes an updated layout, new content, and a revised posting schedule.



What's New:

- Weekly Content Releases
 - Full Episodes
 - Compilations
 - Music Videos
 - Shorts
- Expanded Zoonicorn Playlists

Our thanks to Nithin and his team at Toonz for these new initiatives as we work to grow our YouTube channel views and subscribers exponentially in 2024!

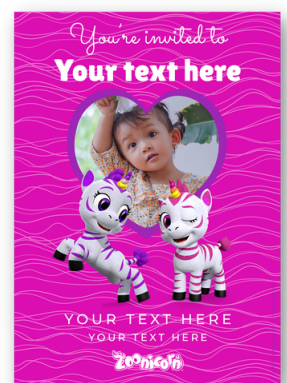
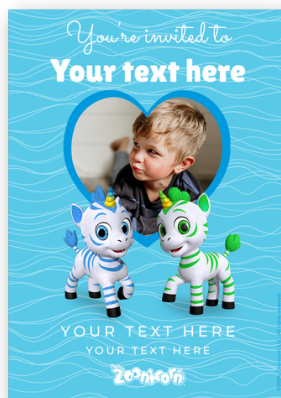
-The Zoonicorn Team

Introducing New Licensee *Pictarine*

This year, Zoonicorn has teamed up with Picta to create magical, customizable greeting cards with fun officially licensed characters for every occasion, for the youngest to the oldest fans!

Picta transforms meaningful moments into tangible memories and thoughtful gifts with easy-to-use photo printing apps that allow clients to order in less than a minute and pick up the same day from over 23,000 stores across various major US retailers like Walgreens, CVS, or Walmart.

Check out the first, new Zoonicorn designs [here](#) with more to come soon! Stay tuned for the new wall art designs on canvases, posters, and much more!



♥ **CVS** pharmacy®



Walmart



Walgreens



www.zoonicorn.com

Meet Becky Denny - Zoonicorn's Art Director

As brand Art Director, Becky Denny works closely with J'net Smith to ensure that Zoonicorn's core mission and brand values are woven into all representations of the property – from design assets to marketing to the consumer products now hitting the global market. Becky oversees the management of Zoonicorn's Digital Asset Management (DAM) and Product Approval (PA) systems on MyMediabox. And as many of you know, she works directly with the Zoonicorn licensees worldwide to make sure the brand's essential values and trademarks are understood and actualized on all products.

Before joining the Zoonicorn team, Becky enjoyed a successful career in which she was a brand developer for major trademarks, a licensor, a licensee, and a manufacturer! Her years of hands-on 2D and 3D experiences across all manufacturing categories took her around the world. This broad-based experience gives Becky a unique perspective, enabling her to align Zoonicorn with its licensing partners across many product categories and sub-straits.

As J'net explains, "With her deep background and experience in design and product development, Becky fills a vital role on the Zoonicorn team. She is able to work collaboratively with licensees while maintaining the quality and consistency that a growing brand requires."

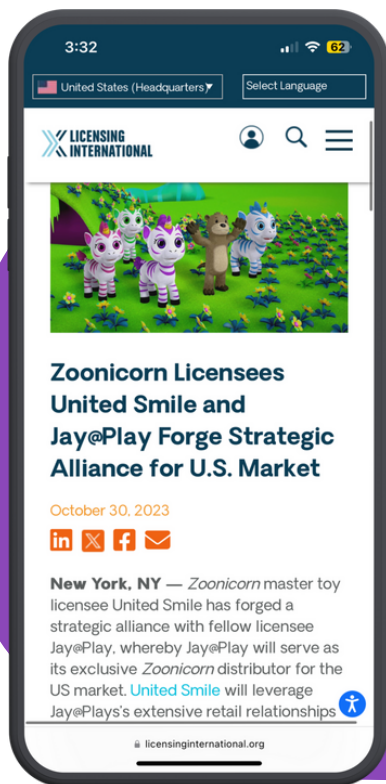
Becky is also drawn to Zoonicorn because its mission lines up very well with the core values that she brings to her own family.

Becky has closely observed how being exposed to Zoonicorn has helped her grandchildren — ages 18 months to 4 years — reinforce the Zoonicorn message of determination, optimism and resiliency. They can often be found sitting on her lap while she does the design work for Zoonicorn and have literally been the property's first focus group. The two four-year-olds have learned to wholeheartedly internalize the message of "You can do it!"

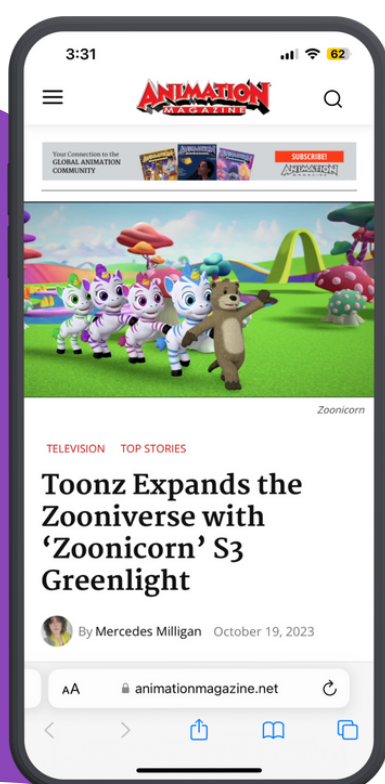
"Of all the top brands I've worked with," Becky says, "Zoonicorn is the most significant. It's a wonderful experience seeing how my grandchildren react to the episodes and product designs they see on my screen. It reminds me how truly special Zoonicorn really is."



Zoonicorn Takes Center-Stage



Read More [Here](#)



Read More [Here](#)

Storypod News:



"Our collaboration with Zoonicorn has gotten off to a better start than we could have hoped. We immediately sold out of our Promi Craftie at launch and increasing forecasts accordingly. Goes to show the strength of this great brand and our customers' delight of the new addition to our Library."

**-Daniel Buelhoff,
Storypod Co-Founder &
CEO**



SRM Entertainment Products Featured in Holiday Gift Guides:



- [Choosing Age-Appropriate Christmas Gifts for Kids](#) - My Four and More
- [Holiday Gift Guide](#) - A Sparkle of Genius
- [Zoonicorn Sip With Me Cup Ene & Youth Dinnerware Set Holiday Gift Guide 2023](#) - Missy's Product Reviews
- [Zoonicorn Sip With Me Cup](#) - @Mattystar1 on Instagram

For questions or to submit content for upcoming Zoonicorn Newsletters
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