



Newsletter

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Sometimes one way to do things
is not the only way to do things.
Promi



E-Graphic Design Sweepstakes

December's Decorate Your Zooniverse Sweepstakes was a huge success with E-Graphic Design! Two lucky winners were selected weekly to receive personalized wall cling decals. At the end of the month, one grand prize winner received an acrylic print featuring all of the Zoonicorn.

These products are available to purchase online. Click "[Shop Here](#)" to view their Zoonicorn line.



SHOP HERE

Entered, adorable sweepstakes, thank you for the chance!

-Rebecca Bishop

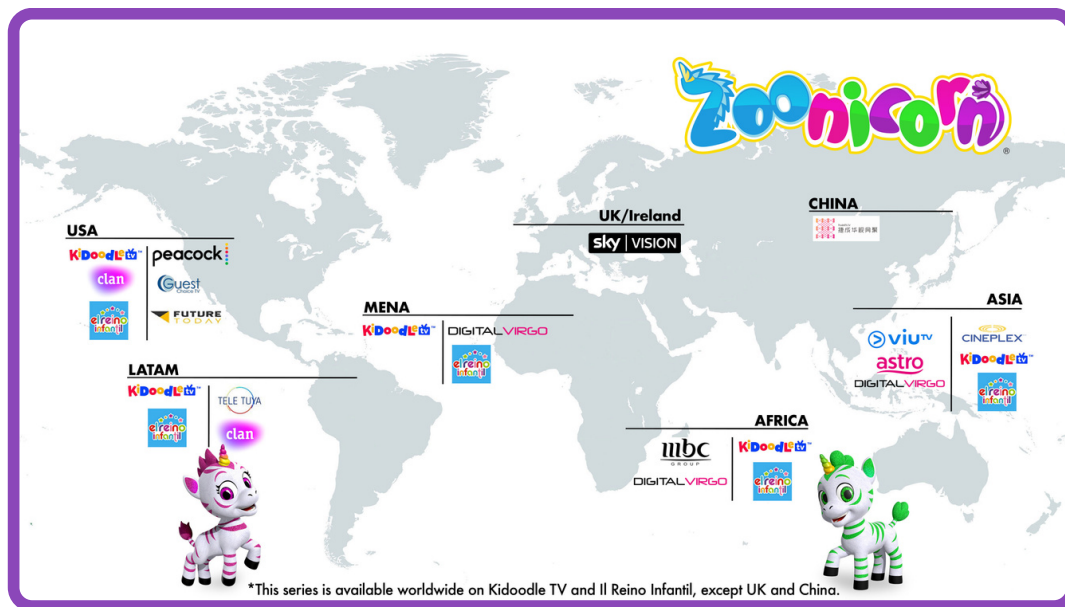
Our daughter would be so tickled with this!!

-M Shannon Peterson



This Summer, we will be launching another sweepstakes with SRM Entertainment!

Check Out Where We're Streaming Around The World



To see the map enlarged, click [here](#).

New Social Media Filter

We are happy to share our very first social media platform filter which is now available for use in Stories, both on Facebook and Instagram. Simply go to Zoonicorn's page, go to filters, click this filter, and post away!

Available on:

- ★ Instagram Stories
- ★ Instagram Video Calling
- ★ Facebook Stories
- ★ Facebook Messenger

Don't forget to follow and tag @Zoonicorn on Instagram and Facebook so we can share your post to our page. We also have a very special filter coming your way April 9 in honor of National Unicorn Day!



[**CLICK
HERE**](#)

United Smile Joins Our Team as Master Toy Licensee

Global kids and family entertainment major Toonz Media Group and Zoonicorn LLC have entered into a new partnership with United Smile, a boutique toy company, as the new worldwide **master toy licensee** for the global preschool property Zoonicorn.

United Smile will develop and introduce a wide assortment of Zoonicorn toys, beginning with a debut range set to launch globally Spring 2024, timed to the brand's growing momentum as the Zoonicorn television series continues to land on platforms worldwide. The upcoming new toy line from United Smile will include plush, feature plush, figurines and playsets, for children ages 2-5. The new products will be available through a global network of distributors.

Zoonicorn's season one episodes (52x7') began debuting last summer on platforms worldwide that include NBCU's kids OTT platform Peacock (USA) as well as Kidoodle (USA), Astro (Malaysia), Truecorp (Thailand), La Teletuya (Venezuela), and Viu (Hong Kong). The CGI series, which has been captivating young children and their parents, is now in production for a second season of original episodes.

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

“We are delighted to be working with Toonz and the team at Zoonicorn LLC to develop this new toy line. This is a property with unlimited potential. Our toy and plush assortment worldwide will deepen the already strong connection fans have to the brand in an even bigger way.

-Josue Rosenzweig, CEO of United Smile”



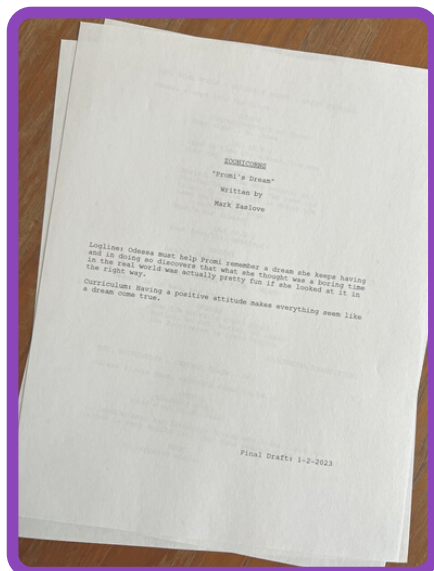
Meet Mark Zaslove Zoonicorn's Head Writer

At Zoonicorn, we often hear from parents who tell us how easily their children relate to the Zoonicorn characters and their stories.

This is no accident. As Zoonicorn head writer **Mark Zaslove** crafts the narratives set in the Zooniverse, he makes certain that the themes mirror the very real-world concerns and realities that matter most to young viewers.

“Writing for preschoolers is pure,” says Mark. “You figure out what you want to say and then you can just go and say it. It’s the authenticity that our audience picks up on. Kids are smart. If you aren’t direct and honest with them, they’ll see right through it.”

The central message for Zoonicorn, as articulated from its earliest days by creator and founder Mark Lubratt, is optimism and resilience. As Mark Zaslove develops the stories, he works closely with executive producer/director J’net Smith and curriculum consultant Natascha Crandall to weave this message into each episode.



Each episode presents a thematic problem and then a solution to that problem,” Mark Zaslove explains. “Natascha understands this age group as well as anyone in the business and her expertise in social emotional learning ensures that we are accurate and always age appropriate. J’net is our brand champion, who makes sure we are on brand. As a team, we are able to maintain consistency and deliver stories that really work for our audience.”

Meet Mark Zaslove

Zoonicorn's Head Writer

(Cont.'d)

Mark Zaslove brings an unusually diverse background to his work on Zoonicorn. He originally went to college to study astrophysics, but left the program to begin working on his first novel. At various points, he has been a magician, a fitness trainer, a fiction writer and a journalist. He has worked in both live-action and animated television as a writer, director and producer. He was a staff writer for Walt Disney Television Animation, where his credits include developing, story editing and co-producing The New Adventures of Winnie the Pooh. Mark has won two Emmy Awards and the Humanitas Prize.

Having worked in so many different environments, Mark embraces and relishes the creative freedom that comes with being part of a small team devoted to a homegrown, independent property like Zoonicorn.

“When you work for a big studio or a big company, you have a lot of people looking over your shoulder. We don’t have to worry about that here. We get to try things out. For a creative person, it’s so liberating. It lets you dig deep into your imagination and tap into a lot of free-flowing ideas. We are working hard to make sure that fresh approach is reflected in what ends up on the screen.”



Zoonicorn In The News



Toonz Media Group and Zoonicorn LLC
in Partnership with United Smile

Licensing Magazine



Zoonicorn & Toonz Name United Smile as
Zoonicorn's Global Master Toy License

aNb Media



United Smile Appointed as
Zoonicorn's Master Toy Licensee

License Global



United Smile Named Master Toy
Licensee for Zoonicorn

TV Kids/Worldscreen



Deals of the Week: Toonz

Kidscreen



United Smile Named Master Toy
Licensee For Zoonicorn Brand

Animation Magazine



United Smile Named Master Toy
Licensee For Zoonicorn Brand

The Toybook



Zoonicorn Heads To UK As Toonz
Entertainment Secures Deal With UK

Total Licensing



Sky UK snaps up Zoonicorn

C21 Media



Zoonicorn heads to UK as Toonz
Entertainment secures deal with SKY

Animation Xpress



Kids round-up: Sky UK
acquires 'Zoonicorn'

Television Business International (TBI)



Decorate Your Zooniverse Sweepstakes -
Personalized Zoonicorn Wall Cling

Contest Corner

**For questions or to submit content for upcoming Zoonicorn Newsletters
please contact: info@sayleswinnikoff.com**