



# Newsletter

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## Zoonicorn Ignites Excitement - Takes Center Stage Throughout Licensing Expo

The Zoonicorn team recently headed to Las Vegas, Nevada to attend Licensing Expo June 13 - 15. We scheduled more than 50 meetings with potential licensees and partners. And we were wowed by the constant flow of attendees who stopped by to get information and expressed their heartfelt interest once they heard what Zoonicorn is all about!

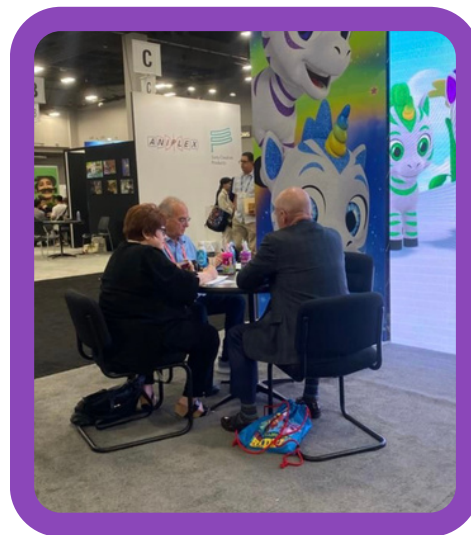


Our agents were able to learn more about Zoonicorn from creator Mark Lubratt, and they held their meetings with potential licensees at our booth.



Agents Patricia Gariglio and Mariana de Torres came all the way from Argentina!

We were thrilled to have our first 3D product, the 'Sip With Me' cup from SRM Marketing in the booth. This was a big hit as a give-away at all of our meetings and it gave us a very fun and tactile example of how amazing Zoonicorn products will look.



Zoonicorn was represented in many places around the Licensing Expo floor and on the event schedules, in addition to our booth.

The Toy Cafe featured a six-foot case with our upcoming line from United Smile. We included our SRM Marketing partner's dinnerware and 'Sip With Me' cups in the display, as well.

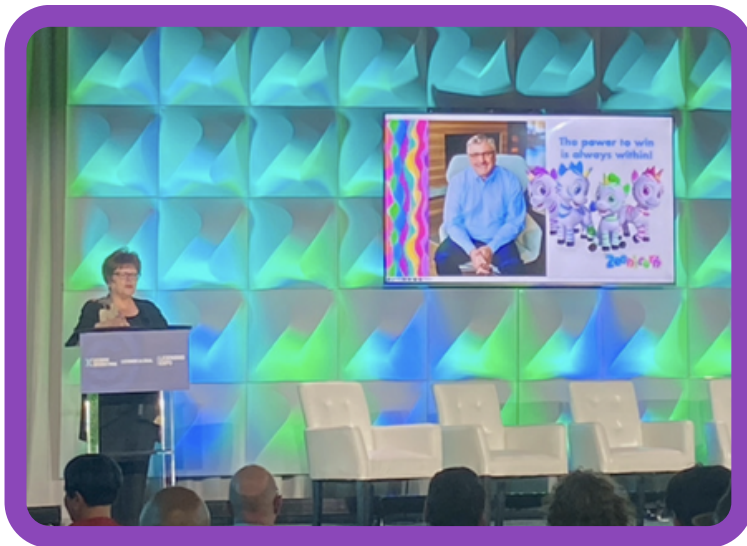




J'net was part of Licensing Expo's first-ever Ignite Brand Pitches event, discussing Mark Lubratt's creation of Zoonicorn. This was a great honor, as Zoonicorn was one of only five brands to be selected to present on the main stage. As soon as the video recording is available, we will send everyone a link to view it.

Stay tuned for more licensing updates soon. We enjoyed hosting our agents and meeting licensees, and we hope you can do the same...and share your news.

We hope to see you at next year's expo!



J'net also led an Art & Design Roundtable discussion. She talked about Zoonicorn's disciplined yet creative branding, which extends across all touch-points, from the property's IP to licensed products.





## Zoonicorn x SRM Entertainment Collab



We are proud to announce our product line with [SRM Entertainment](#), which will be available for purchase soon.

This Zoonicorn-customized line will include Aliel, Promo, Valeo and Ene Sip With Me cups and a youth dinnerware set, perfect for a Zoonicorn-themed birthday party or to liven up an ordinary meal.

Make sure you're following us on our social channels @Zoonicorn to stay up to date on our giveaway coming soon!

See the full product line [here](#).





## Zoonicorn Party at Precious Stones Preschool

Zooniyay! We hosted a Zoonicorn party at the Precious Stones preschool in Sedona, Arizona this Spring to share the joy of Zoonicorn with preschoolers and spread optimism and resilience.

The children started by watching an episode of Zoonicorn, one of our favorites, and then insisted on watching a second, followed by some dancing to the theme song led by Zoonicorn Art Director, Becky Denny. The kids then got to color and glitter their favorite Zoonicorn and enjoy delicious custom- made Zoonicorn cookies.

The event was a great success as we were able to spread the word about Zoonicorn directly to our target audience and collect some great user-generated content for marketing purposes. If anyone has the potential to do something similar or simple in their area, I highly recommend it!



**CLICK**  
**HERE**

### Become a Zoonicorn!

We are happy to share our most recent social media platform filters which launched on National Unicorn Day in April! They can be used in Stories, both on Facebook and Instagram.

Don't forget to follow and tag @Zoonicorn on Instagram and Facebook so we can share your post to our page!



# Toonz Secures Wave of New International Deals

Zoonicorn headed into Licensing Expo 2023 with new platforms in territories across the globe. It has been picked up for Spanish language viewers by Latin American children's YouTube channel, El Reino Infantil, Mexican national network TV Azteca and Latin American channels Clan International and La TeleTuya.

New streaming services include China's Huashi TV, Hong Kong's HK TV, Malaysia' Astro, Czech Republic's IFC Media and US based streaming services Pluto TV and Happy Kids TV.

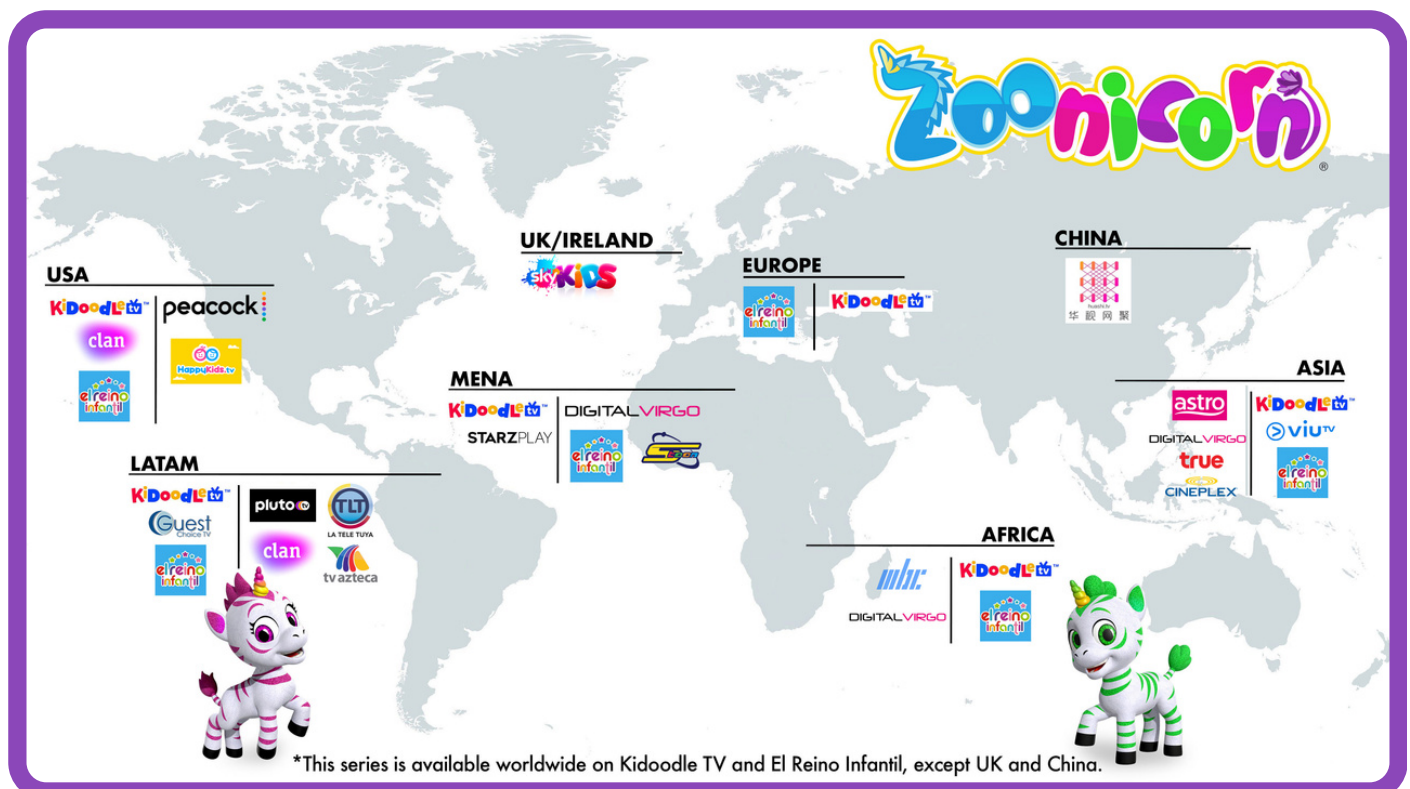
With these latest territories and platforms joining the Zoonicorn community, we have the potential to introduce our amazing content to millions upon millions of new viewers.

**-Bruno Zarka, President – TV Co-production, Distribution & Syndication Division at Toonz Media Group**

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



The Zoonicorn team wants to acknowledge the dynamic efforts of Bruno and his distribution team. They are executing the 360-degree media strategy with precision.



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



## Meet Rich Dickerson

### Zoonicorn's Music Composer

Emmy Award winning composer Rich Dickerson is responsible for the original music you hear on *Zoonicorn*.

Rich embraces the fun challenge of writing music for kids, delighting in the creative freedom that comes with it. "When you are writing music for kid's TV or movies, you need to work with multiple genres, depending on the situation, setting and storyline," he says. "So, you have to be versatile, broad based and open minded. I love that I can use so many different musical styles in my work."

Rich didn't originally set out to compose for kids. He initially found success in New York in the 1980s as the leader of the rock band Crosswind, opening for acts including Joan Jett, The Hooters, Southside Johnny, Winger and Sheryl Crow.

From there, he moved to Los Angeles and began work as music supervisor for feature films. Rich also served as VP of Music for the animated internet web network Icebox.com where he worked with many composers, produced the music for the shows and wrote theme songs.

He went on to score and write songs for the *Scooby Doo* franchise. When Rich was asked to write the theme song for the TV series *What's New Scooby Doo?*, it was a natural segue to move full time to composing.

Rich is mindful that the central message of *Zoonicorn*, optimism and resilience, needs to be reflected in the show's music. "We strive to make the music on *Zoonicorn* unique to the show," Rich says. "We don't want it to sound like other kids shows. We go into it thinking, 'this needs to be different.'"

Once he has the tracks down, he shares what he's come up with the rest of the creative team, including executive producer/director J'net Smith, head writer Mark Zaslove and executive producer and consultant Deb Pierson. From that point, polishing the work becomes a collaborative process.

Listen to the *Zoonicorn* trailer that he composed [here](#)!

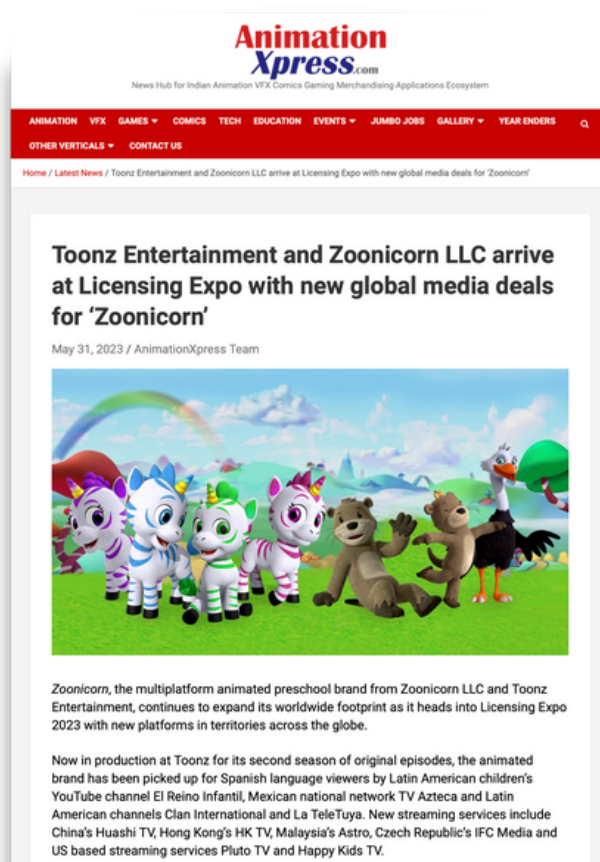




# Zoonicorn Headlining The Trades



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## More In The News:

- [Licensing Expo Reveals Ignite Brand Pitches Selected Brands](#) - [License Global](#)
- [Deals of the Week: Cineverse, Hasbro, Toonz](#) - [Kidscreen](#)
- [Toonz Entertainment and Zoonicorn LLC Head Into Licensing Expo With New Global Media Deals for Zoonicorn](#) - [aNb Media](#)
- [Toonz Entertainment and Zoonicorn LLC Head Into Licensing Expo With New Global Media Deals For Zoonicorn](#) - [Total Licensing](#)
- [Toonz Entertainment and Zoonicorn LLC Head Into Licensing Expo With New Global Media Deals for Zoonicorn](#) - [Local Post News](#)
- [Licensing Expo Hosts Two-Day Round Table Discussions with Licensing Experts](#) - [aNb Media](#)
- [Licensing Expo Hosts Two-Day Roundtable Discussions with Licensing Experts](#) - [License Global](#)

For questions or to submit content for upcoming Zoonicorn Newsletters  
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