



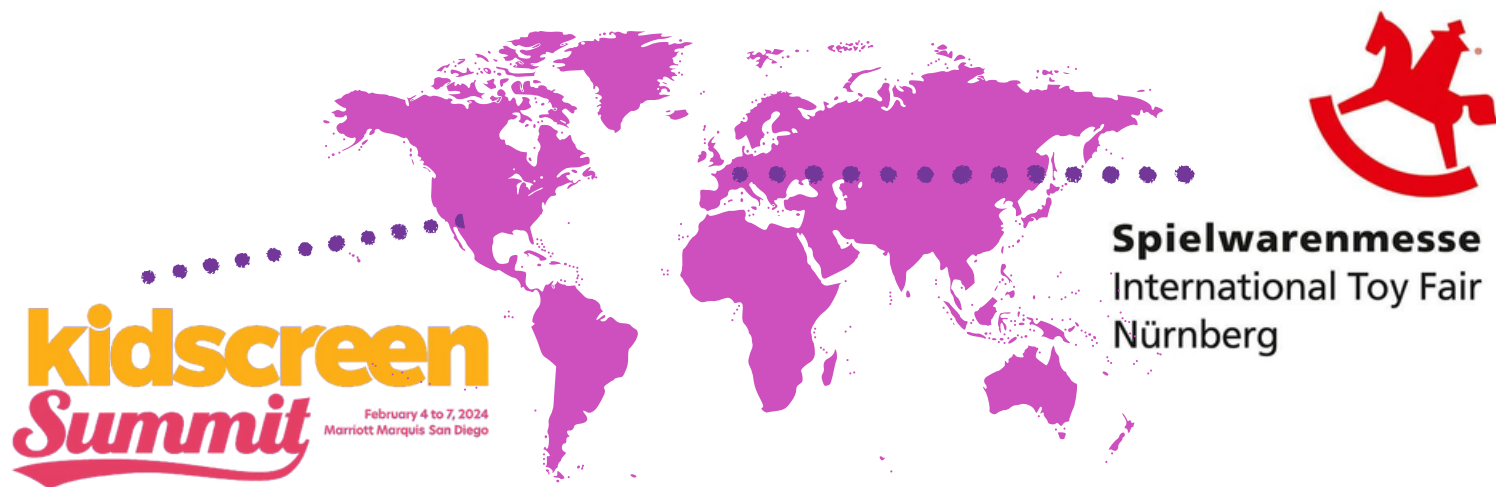
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Updates from Nuremberg Toy Fair & Kidscreen



- ★ Zoonicorn premiered on Cartoon Network in the Philippines last month. Our toy and distributor partner, Playkit, will be launching in retailers. They will have “meet and greet” operations in stores and malls.
- ★ Zoonicorn is set to premiere in Singapore with public broadcaster, Media Corp.
- ★ Future Kids Today (US) is extending the broadcast of the Zoonicorn series on the Happy Kids TV channel with the acquisition of Season 2.
- ★ Edel Kids is launching Zoonicorn with a theatrical release of 8 back-to-back episodes in Germany and Austria on April 25th, 2024. We love the episodes they chose to screen!
 - The Dark Side of the Sun
 - Lend a Helping Stare
 - Banding Together
 - The Lost Lagoon
 - Burping Boulders
 - Harold's Missing Spoon
 - Paint it Back
 - Knot My Problem

This event will take place in more than 400 theaters during a family time slot.



Exclusive Look at Season 2

We are so excited for Season 2 of Zoonicorn to launch internationally this year! In addition to our usual antics with the Zoonicorns exploring their own determination and resiliency, we have included seven original holiday episodes in the mix with Christmas, Halloween, Easter, Valentine's Day and more.

Here's your sneak-peek of some stills from these charming episodes!

"Hallowbean"



"Here Comes Zooniclaus"



"Easter Legs"



Big Events' Debuts Giant Aliel & Promi



This year at Licensing Expo, conference attendees and other visitors to Las Vegas will be greeted just outside the entrance to the convention floor, next to the Mandalay Bay food

court, by our new 16-foot inflatable Promi. Not only will there be an opportunity to take selfies with everyone's favorite purple Zoonicorn, but we'll also have a Polaroid camera on hand for those who prefer a more tangible take-away.

This new inflatable is designed and built by [Big Events](#), one of the exciting new licensees that has recently joined the Zoonicorn family. The inflatable Promi is available for use by other Zoonicorn licensees, retailers and agents for a wide variety of promotional opportunities – from store openings to parties and, of course, conferences and trade shows.

"Our inflatable Promi is super eye catching," says Nick Deluca, project manager for Big Events. "The purple color we've customized for her really pops. On top of that, we have found a supplier who makes a special glitter that adheres to the inflatable's surface, so it won't fall off. We're really excited that Promi is our first character to introduce this entirely new feature." In addition to the Promi inflatable, Big Events is also creating a 40-foot-long parade balloon of another Zoonicorn character - bubbly, pink Aliel.

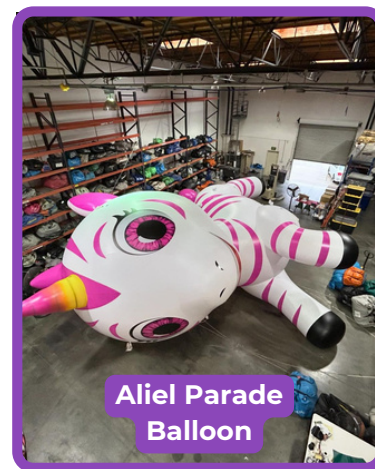
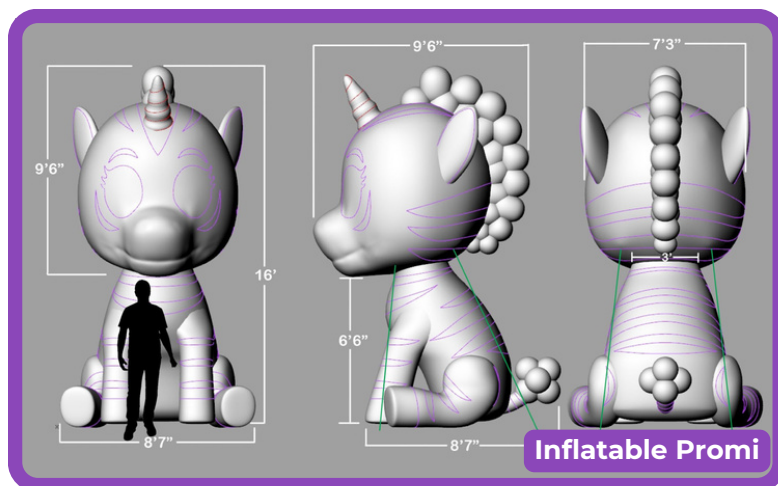
"There's nothing like a parade balloon to generate impressions," says Nick. "Between the crowds and the supporting media coverage, you're going to get a lot of eyeballs. We're looking forward to seeing Aliel make her debut on parade routes soon."

Big Events has been manufacturing cold-air inflatables and helium parade balloons since 1991.

They have worked with top companies, including Pixar and Disney, to design inflatables and balloon figures for some of the most memorable characters in the entertainment world.

If you think an inflatable or parade balloon is the way to bring your own Zoonicorn products to life, please reach out to Nick at nick@bigeventsonline.com or go to Big Events at <http://www.bigeventsonline.com>.

And if you are going to be at Licensing Expo, be sure to stop by and get your picture taken with Promi!



Meet J'net Smith - Zoonicorn's Global Licensing/Brand Director

In just a few short years, Zoonicorn has grown from an idea rich with promise into a worldwide brand. This amazing, odds-defying journey never would have happened without the passion and leadership of Brand Director, J'net Smith.

J'net knows what it takes to turn an emerging brand into a global powerhouse. While Vice President at United Media in the 90s, she saw the potential for Dilbert and built it into one of licensing's most successful properties. When she met Zoonicorn creator Mark Lubratt at Licensing Expo in 2015, and heard his vision for Zoonicorn, J'net realized she was looking at something special. She saw the potential immediately.

"Mark's forthright vision for Zoonicorn was evident right from the start," comments J'net. "He has always been very disciplined about the message and the purpose of the brand. Mark has kept Zoonicorn singularly focused. The core values he articulated early on - optimism, determination and resilience - have never wavered."

Mark retained J'net as Zoonicorn's licensing agent, though she's always been much more than that. Before she could even consider licensing, she set about building the brand, developing the content, establishing the design look and feel and undertaking grassroots marketing efforts. She slowly added to her team, building a group of dedicated professionals one person at a time.

"When you are launching a new brand, you need a broad understanding of all of the marketplace touchpoints," she observes. "I've always gravitated toward brands in their infancy. It's what I'm most passionate about."

A critical moment in the life of Zoonicorn came when J'net reconnected with colleague Deb Pierson, who represents Toonz Entertainment and is now co-executive producer of the series.

"We had been searching for a company to align with, but Mark and I were determined to wait until we found the ideal fit. When I presented Zoonicorn to Deb, I could see that she got it. I knew we'd found the right partner."

Deb connected Mark and J'net to Toonz and their collaboration started in 2020.

"From the start, Toonz has been a great match for us," J'net states. "Their creative vision, combined with their distribution power, has been essential in making Zoonicorn a global brand."

Today, in addition to handling licensing and overseeing all marketing for Zoonicorn, J'net also directs the Zoonicorn episodes and serves as co-executive producer.

"Just like our Zoonicorn stories, the story of Zoonicorn's marketplace success is one of determination and resilience. Throughout this process, we've resisted the temptation to push ahead before the market is ready. We take one step, we build and leverage and then we build and leverage again. The results are clear. We have a property that is ahead of the 'resiliency' curve and has true longevity. We're not a fad. The message, the characters and the stories ensure that Zoonicorn is going to be around for a long time."



Zoonicorn Website Re-Imagined

Get ready for an all-new Zoonicorn experience with our freshly redesigned website. We've re-imagined every detail to bring you a site that's functional, on brand and as lively and vibrant as our beloved Zoonicorns.

Some highlights of our new website include the addition of an active blog, filled with valuable resources and engaging crafts for parents and kids. Also, new music videos will be released this year and we'll regularly update episodes from YouTube on the site. We are also developing an Amazon branded store to promote the sale of all Zoonicorn licensed products. Stay tuned for the big reveal!

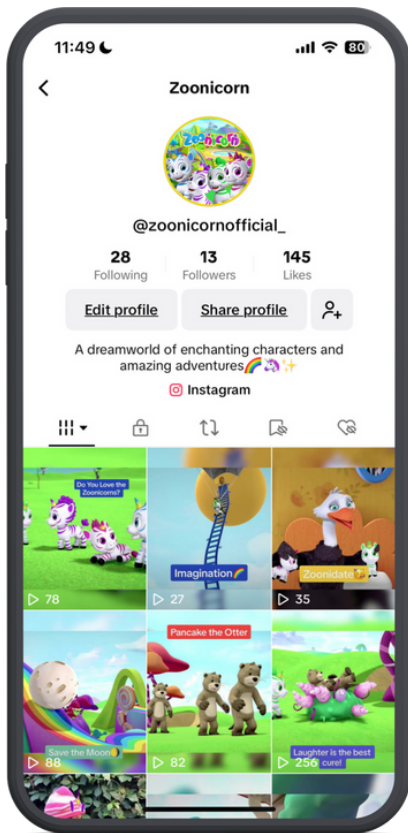


Tune in on TikTok

Zoonicorn has joined TikTok!

We're excited to share a variety of short clips and tunes on our new TikTok account. Follow us and engage with our content by liking, commenting, and sharing our videos to help us spread the word - Zooniyay!

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