



# Zoonicorn® Newsletter

## Content

- ★ Zoonicorn Goes Global
- ★ Welcoming New Agents & Licensees
- ★ Meet The Creator of Zoonicorn
- ★ Zoonicorn in the Media



# Zoonicorn Goes Global

Zoonicorn is happy to announce an array of global distribution deals to debut the multiplatform animated preschool brand, starting in August. With production wrapping up at Toonz Media Group of the 52x7' series, the series has already been picked up in a number of territories, including:

NBCU's kids OTT platform Peacock (USA) as well as Kidoodle (USA), Astro (Malaysia), Truecorp (Thailand), La Teletuya (Venezuela), and Viu (Hong Kong).

It's incredibly gratifying and rewarding to watch Zoonicorn make its debut on the world stage. We are so excited that kids everywhere will now get to experience the Zooniverse and discover our empowering message of optimism and resilience.

**-Mark Lubratt, Creator of Zoonicorn**

**5.7M+**

Subscribers



**28.4M+**

Subscribers



**32.2M+**

Subscribers



Toonz has now finalized the last footprint into the 360 degrees monetization of Zoonicorn with Media Distribution and Licensing and Merchandising representation deals with well-established partners...

**-Bruno Zarka, President of Distribution and Feature Films Division at Toonz Media Group**

**12M+**

Subscribers



**Now Streaming**

**28M+**

Subscribers



**Safe Streaming**

**Streaming Sept. 8**

[www.zoonicorn.com](http://www.zoonicorn.com)

# Welcoming New Agents & Licensees

Toonz has granted Licensing & Merchandising representation to multiple companies worldwide including bRAND-WARD Services, Team Entertainment, Dynamic Brand, and Empire Multimedia.

<b>bRAND-WARD Services</b>	U.K., Ireland
<b>Dynamic Brand</b>	Argentina, Paraguay, Uruguay, Bolivia and Peru
<b>Team Entertainment</b>	Italy
<b>Empire Multimedia</b>	Indonesia, Philippines, Singapore, Malaysia, Thailand, Vietnam, China, Taiwan and Hong Kong

Zoonicorn has two new licensing agreements in place:

**e-Graphic Design** will be producing custom designed Zoonicorn wallpaper, wall decals, acrylic frames and PVC. Products from e-Graphic Design will be available to order online at [www.e-graphicdesign.com](http://www.e-graphicdesign.com) beginning **Fall, 2022**.

**SRM Entertainment**, a division of Jupiter Wellness, Inc. (Nasdaq: JUPW), has entered into an agreement to use Zoonicorn with its proprietary Sip With Me children's cup line of products. SRM will develop a full line of Sip With Me Cups for the Zoonicorn franchise. The Sip With Me Zoonicorn line is expected to launch at retailers in **Spring of 2023**.





## Meet The Creator of Zoonicorn

Creator Mark Lubratt can trace his inspiration for Zoonicorn all the way back to his days at MIT, when he was fortunate enough to be mentored by Bose Corporation founder Amar Gopal Bose. As a senior in Mechanical Engineering, Mark took Bose's acoustics class; and then went on to be a part of the class's teaching staff for 2 years.

"Amar Bose was a firm believer that everyone is capable of doing extraordinary things," Mark recalls. "That simple belief had a profound impact on me and has stayed with me throughout my life."

The Zoonicorns' core message of optimism, persistence and resilience communicates self-belief and positivity. The Zoonicorns themselves are not superheroes; they can't do everything but they are learning at every stage.

"When we started Zoonicorn, I wanted to find a way to reach kids with this powerful message. Once I hit upon the concept of Zoonicorn, the characters and the stories came to life," Mark recalls. "I began to see how they would look, feel and act. By combining fun, engaging children's characters with this educational philosophy, and placing it all in a spectacular, adventurous world, we've created a place where children can learn to feel empowered and believe in themselves."

"We wanted to make the characters relatable so that children can easily learn from them," he concludes. "We've worked to present our core characteristics in a way that makes sense to kids. My greatest joy is when I hear from parents that their children are more confident and independent after watching Zoonicorn. I feel like we're achieving exactly what we set out to do."



# Zoonicorn In The Media



Toonz Closes Licensing Agreements for Zoonicorn

*TV Kids*



New Licensing Agreements for Zoonicorn

*Total Licensing*



Zoonicorn Dines Out On New CP Deals

*Kidscreen*



Toonz Media Group's 'Zoonicorn' to premiere worldwide in August

*Animation Xpress*



Toonz Media Group & Zoonicorn LLC Close Multiple Media Deals

*Adgully*



Toonz Media Group's 'Zoonicorn' Coming to Streamers in August

*Animation World Network*



Toonz Closes Deal With NBC Universal's Streaming Service Peacock

*Total Licensing*



Toonz Media & Zoonicorn To Debut Preschool Brand Worldwide

*TV Kids*



Toonz Media Group and Zoonicorn LLC Close Multiple Media Deals for 'Zoonicorn'

*Television Asia Plus*



"Zoonicorn" Now on Peacock TV

*Daddy's Grounded*



"Zoonicorn" Now on Peacock TV

*MSN*



10 Minutes with... Zoonicorn

*License Global*

**For questions or to submit content for upcoming Zoonicorn Newsletters  
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