



# Zoonicorn® Newsletter

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Curriculum Consultant



# 2022 Highlights

April - Delivery of Season 1 - 52 Episodes

May - Zoonicorn Booth at Licensing Expo



July - Announced Worldwide Streaming Deals

Astro (Malaysia), Truecorp (Thailand), La Teletuya (Venezuela), and Viu (Hong Kong)

July - Announced New Agents

bRAND-WARD Services, Dynamic Brand, Team Entertainment, and Empire Multimedia



August - aNb Media Group

August - Launch on Peacock TV

September - @E-GraphicDesign Partnership

Zoonicorn Wall Art Available



September - Launch on Kidoodle TV

October - @ToonzMediaGroup Attends MIPCOM and Promotes Zoonicorn

October - New Social Media Look

November - Executives Attend Animation World Summit

December - Website & SEO Updates

December - E-Graphic Design Partnership Sweepstakes

December - Secured Deal with SKY UK  
England, Scotland, Wales, Northern Ireland, Republic of Ireland, Channel Islands, Isle of Man, Gibraltar, and British Forces Overseas Bases





# Zoonicorn to Debut in the UK

Toonz Entertainment, the content distribution division of Ireland-based global kids and family entertainment major Toonz Media Group, has secured a strategic deal with Sky UK Limited for its CGI-animated preschool TV series Zoonicorn.



We are thrilled to partner with Sky UK. Zoonicorn fills a critical need in preschool television and its positive message of optimism and resilience resonates with children and parents worldwide. Sky UK will be the perfect new UK home for this much-loved preschool adventure series.

**-Bruno Zarka, President of Distribution, Syndication & Feature Films Divisions of Toonz Media Group**

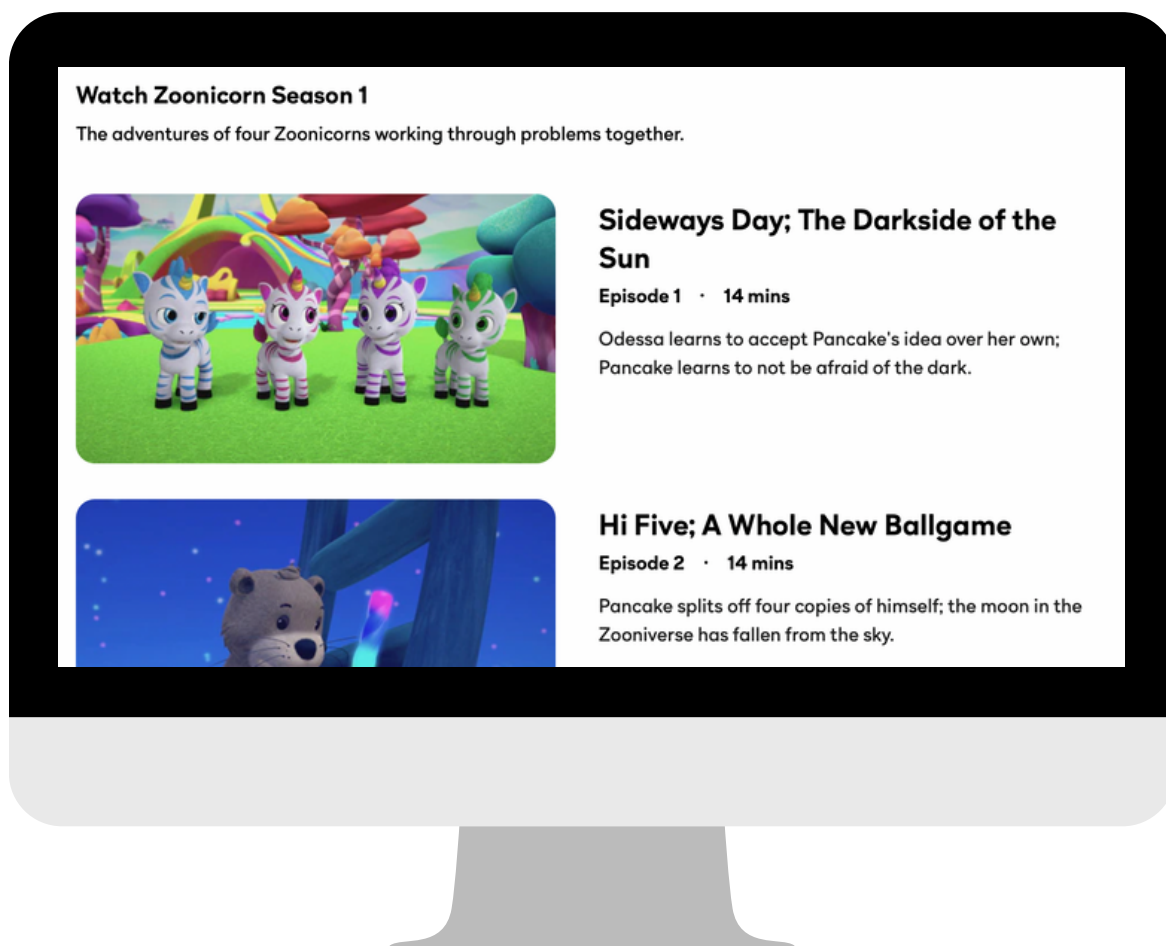
Under the deal, Sky has acquired rights for season one of Zoonicorn (52x7) for Free TV, Basic TV, Pay TV, and SVOD in England, Scotland, Wales, Northern Ireland, Republic of Ireland, Channel Islands, Isle of Man, Gibraltar, and British Forces Overseas Bases.

Sky has acquired the rights for the series for a period of three years starting from February 2023, airing on the new Sky Kids linear channel and available on demand.



# Now Streaming in the U.S.

Zoonicorn is **NOW** streaming in the U.S. on [Peacock TV](#) and [Kidoodle TV](#). Both platforms allow viewers to stream Zoonicorn **FOR FREE** with an email address. Use the links above to tune in right now. Fans can follow us on social media to stay informed as more streaming platforms come aboard!



# Follow Zoonicorn on Social Media

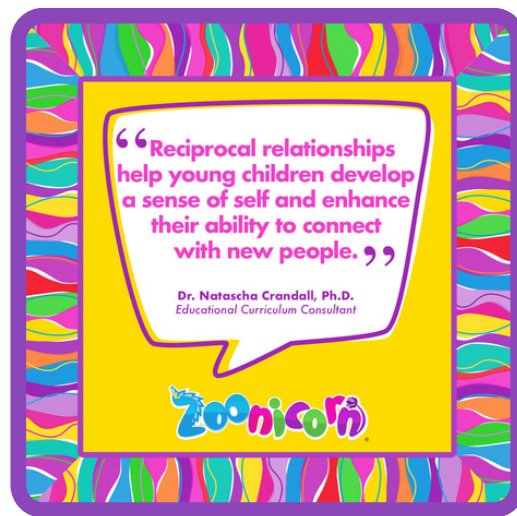
Zoonicorn weaves its' core values of optimism and resilience throughout our social media, with content that is engaging for both parents and their children. The Zoonicorn brand is a safe destination that will entertain and engage young children as well as help them grow and learn.

We share fun content that focuses on social emotional learning and activities parents can share with their kids. The social pages have become an interactive community for the many fans of Zoonicorn from all around the world!

Our content includes:

- Episodic Video Content
- Character Quote Graphics
- Blog Post Content/Social Emotional Learning
- Crafts
  - Coloring Sheets
  - User-Generated Content
- Holiday/Birthday Content
- Zoonicorn Games

Don't forget to follow us on all our social media platforms and send us a message to say hi. Help share the power of Zoonicorn with your followers!





# Zoonicorn Welcomes E-Graphic Design



E-Graphic Design and Zoonicorn have partnered to create exclusive home decor products. Available products include Zoonicorn wallpaper, wall decals, acrylic frames and PVC.

- Eco-friendly and non-toxic
- Fully-customizable - size and name
- Different sizes available
- Very easy to apply
- Made and shipped in 1 business day

The **Decorate Your Zooniverse Sweepstakes** is happening now! Each week in December, two lucky winners will be selected to receive a personalized wall cling decal. At the end of the month, one grand prize winner will receive an acrylic print featuring all of the Zoonicorns. [Here](#) is a link to one of our contest posts!



These products are now available to order online. Click "Shop Here" to get your very own Zoonicorn wall art.

## [SHOP HERE](#)

Stay tuned for a Zoonicorn-branded Sip With Me children's cup line of products, expected to launch at retailers in Spring of 2023.

# Meet Dr. Natascha Crandall

## Zoonicorn's Educational Curriculum Consultant

Preschoolers watching Zoonicorn are enchanted by the many wonderful moments of discovery they find in the delightful characters, the engaging stories and, of course, the magical Zooniverse itself. But while young children are having fun watching, they are also learning, even if they are not aware of it.

This is where Zoonicorn Educational Consultant Dr. Natascha Crandall comes in. Working with showrunner Mark Zaslove, the writing team and the director, Natascha is responsible for ensuring that these learning moments come alive. Natascha makes sure the life lessons so subtly woven into each episode are age-appropriate, that the characters represent good modeling and, most importantly, that they are based on developmentally appropriate teaching methods that help our young viewers begin to recognize and process social emotional learning.

"It's such an enormous responsibility to work on content for children this age," says Natascha. "These kids are sponges. They are absorbing new ideas all the time, imprinted by everything they see and experience. Even if we don't intend for a particular scene to be learning based, kids often still take a learning moment away from it. We need to be constantly mindful that every moment of the show is a learning moment."

With a focus on optimism, persistence and resilience, Zoonicorn helps young viewers recognize they are capable of doing amazing things. The key to success, says Natascha, is for these ideas to come organically from the characters themselves, within the flow of the stories.

"Zoonicorn treats the curriculum as the backbone of the show, building the stories around it," Natascha adds. "This way, we start with a foundation so that the characters, dialogue and lessons feel natural, rather than being tacked on. Our Zoonicorns aren't superheroes. They are discovering and growing, and sometimes struggling, just like the children watching. This authenticity is a big part of the appeal for our preschool audience, as well as for parents, who we are finding are equally charmed by the Zoonicorns."

Before starting her own company, Crandall Consulting, eleven years ago, Natascha had built a long record of achievement in children's television, including senior positions at Sesame Workshop and Nickelodeon. Her deep insights and unique understanding of how young children process information, and her precise and meticulous approach to the content itself, help make Zoonicorn a series that effectively supports learning development in young children, while it entertains and delights those viewers!

