

***Zoonicorn* Enters Licensing Expo with New Global Licensing Deals and Streaming Platforms**



SRM Entertainment's patented Sip With Me(R) Zoonicorn Cups are shown with their upcoming Aliel 14' Backpack and Fliptop Stainless Tumbler.

Las Vegas, April 11, 2024 - [*Zoonicorn*](#), the global preschool property already seen in more than 100 countries worldwide, enters Licensing Expo with new licensing deals and expanded streaming content in additional territories.

Zoonicorn's seven-minute episodes are produced by [Toonz Entertainment](#) and *Zoonicorn*, LLC and distributed by Toonz Entertainment. Global licensing for the brand is shared by the two companies and headed by J'net Smith of All Art Licensing.

Among the new highlights:

- *Zoonicorn* episodes recently made their premiere on Cartoon Network Philippines. Leading Philippines toy distributor Playkit has launched *Zoonicorn* toys and other products at retail with special promotions and displays at stores and malls nationwide.
- In Germany and Austria, Edel Kids has launched *Zoonicorn* with a theatrical release of eight episodes in more than 400 theaters across both countries during a dedicated family programming block, with product and plush giveaways supplied by *Zoonicorn* master toy licensee United Smile.
- In Singapore, *Zoonicorn* is set to premiere on public broadcaster Mediacorp, the nation's largest national media network.

- In the US, Future Kids Today has extended *Zoonicorn's* placement on Happy Kids Channel with the acquisition of Season Two of the series. Kartoon Channel and Kabillion have also been added to the roster of US platforms.
- Toonz has reached an agreement for *Zoonicorn* to debut in multiple Balkans countries, including Serbia, Montenegro, Bosnia, Croatia, Slovenia and Macedonia. DexyCo Kids will begin airing *Zoonicorn* Season One, followed by Season Two later this year. The release of licensed products into all of the Balkans countries will follow.

Previously announced *Zoonicorn* licensees include master toy licensee [United Smile](#), which will be launching with a product line of nearly a dozen toys. Others include [SRM Entertainment, Inc.](#), which has released *Zoonicorn* branded products under its patented, proprietary Sip With Me children's cup line of products, plus dinnerware and is currently expanding into new *Zoonicorn* branded tumblers as well as plush backpacks.

Just in time for the holiday season, [Jay@Play](#) will reintroduce *Zoonicorn* plushes as part of its highly popular [Wish Me](#) brand. Jay@Play is also preparing to release *Zoonicorn* branded Sleepy Sacks under its [Happy Nappers](#) line.

Other licensees include [Storypod](#), which released a *Zoonicorn* Promi yarn Craftie in the US which features three original audio stories and 11 songs.

[Big Events](#), has signed on to produce large scale inflatables and parade balloons for the North American and Latin American markets.

The *Zoonicorn*s inhabit the dreams of young animals, taking them on amazing adventures to help learn important social-emotional skills with a focus on determination, optimism and resilience. The *Zoonicorn*s cleverly guide each dreamer through a whirlwind of fun-loving escapades and when the dream is over, the young animal wakes up feeling self-confident, with the decision-making skills necessary to overcome whatever challenges they are facing. At the heart of every solution is the one important truth—the power to solve any problem is inside of them.

Multi Emmy Award-winner Mark Zaslove (*Winnie the Pooh*, *Lazytown*, *Bob The Builder*) serves as show runner and lead writer/editor for the series. The music for the show has been composed by Emmy Award winning composer Rich Dickerson.

About Toonz Entertainment

Toonz is a 360-degree media powerhouse with over two decades of unparalleled experience and one of the world's most active animation production studios (over 10,000 minutes of 2D and CGI kids and family content per year). Toonz has to its credit several animations and live-action series, as well as feature films including *Wolverine* and *The X-Men* with Marvel, *Speed Racer: The Next Generation* with Lionsgate, *Mostly*

Ghostly with Universal, Gummy Bear and Friends, and more. Toonz has also ventured into emerging technologies like AR, VR, and Gaming. www.toonz.co

About Zoonicorn LLC

Launched by creator Mark Lubratt in 2015, *Zoonicorn* is a character-based pre-school entertainment property for kids ages 2-6. The Zoonicorns come to young animals in their dreams to help them feel safe and learn core social-emotional life lessons and focusing on determination, optimism and resilience. Kids can download coloring pages and other activities at Zoonicorn.com. The *Zoonicorn* music videos can be watched on YouTube. *Zoonicorn* was voted a finalist as one of the 'One to Watch' top five properties at the 2015 Licensing Expo. In 2023, *Zoonicorn* was one of five properties chosen to be featured at Licensing Expo's first-ever "Ignite Brand Pitches" presentation. To learn about this entertaining property, visit <http://www.zoonicorn.com>. Background on the Zoonicorn curriculum goals can be found [here](#).