

Pocoyo Adds to U.S. Roster

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Zinkia Entertainment has signed new licensing partners in the U.S. for its multiplatform brand Pocoyo. Evolution Management Group, Zinkia's North American licensing agent, negotiated the partnerships.

BuySeasons will produce party goods and accessories, Pioneer Balloon Company will create Pocoyo balloons, Baby Boom Consumer Products has signed on for toddler bedding and pillows and JCP Live Productions will produce Pocoyo costume character events.

“Evolution has really examined the Pocoyo brand and understands Zinkia Entertainment’s long-term aspirations for the property,” says Maria Doolan, managing director of brand and business development, Zinkia Entertainment. “They make it their mission to deliver well-suited licensing partners that respect our goals and will augment the reach and life of the Pocoyo brand without compromising its value or integrity.”