



“FOR IMMEDIATE RELEASE”

**PLANETTOON® UNVEILS ITS CHARACTERS TO
THE WORLD
AT LICENSING EXPO THIS JUNE**

Miami, FL, May 28, 2019 – Planettoon®’s World, the exciting new children’s property teaching children to care about each other, our flora and fauna, and ultimately our planet, will exclusively unveil its character range at the forthcoming Licensing Expo in Las Vegas, USA on June 4, 2019.

Better known as ‘Planettoonies™’, there are 21 characters, each with their own story and message. These include; Adrian, Alex, Leo and Pepe, who teach children how to preserve power in their homes. While Yuyi and Lupita are focused on how to recycle, and Gus teaches little ones about saving endangered species. Glysed educates kids on how to preserve water, while Isabela, Arimoon, Gabo, Ms. Oda and Mr. Sun, deliver important messages about flora and fauna. If that’s not enough, hanging out with Mr. Willow, Tooniefly, Gabo and Monique, might even inspire future doctors, scientists and pilots.

Teaching children about the wider world through play, the range includes; a book series, toys, games, puppets, skincare, vitamins, apparel, and an exclusive Plant-a-Kit™, in its extensive collection. Virginia Landi, director of Precious Creative Co, said; “The Licensing Expo is a fitting place to launch Planettoon® and its range of characters, as the greatest gathering of industry minds and exhibitors.

“We are moving into a new era of learning, that delivers important information in a fun and engaging manner. This next generation will be even more aware of global issues we’re facing, so it’s never too young to start inspiring them to care for the world. Each of the Planettoon®’s World characters have been carefully considered, integrating the theme of Mother Earth in a playful way.”

+1.305.440.5252
+39.06.8750.1010

Corporate Office
Headquarters EU

Palazzo Valadier Piazza “Popolo, 18
Rome, 00187, ITALY

801 Brickell Ave. Suite 900
Miami, Florida 33131, USA



Originally developed by a Mother as a gift to her child, Planettoon® has since been developed for other families to enjoy. It offers entertainment and education alongside ecological mentors for inquisitive minds.

The story of Planettoon® sees a group of friends embarking on a mission, who need to work together to solve challenges relating to Mother Earth. Through multi-sensory experiences, it playfully teaches youngsters how to take care of the world, themselves and each other.

Exhibiting at **Booth B134** at The Licensing Expo, visitors can preview the range between June 4 and 6 at the Mandalay Bay Convention Center. There is also an opportunity to meet Planettoon®'s World creator Diana Rivas-Vasquez, ahead of its retail release.

To keep up to date with Planettoon®'s World, please follow @Planettoon on Twitter, or @PreciousSocial.

Notes to Editors:

- Founder Diana Rivas-Vasquez originally created the fictional Planettoon® character, when her four-year-old autistic son Luis, uttered his first ever sentence 'Draw a circle'. As an artist, Diana was able to bring to life their shared visions, that encouraged him to interact and learn at the same time. Noticing the positive impact, it made, Diana developed a series of characters, bringing them to life with valuable life-lessons, ever-relevant to today's world.
- Precious Creative Co. manage the worldwide intellectual property for Planettoon®. The leading global branding and strategic management agency is based in Miami, FL with global offices throughout Europe and the Americas. The launch will be overseen by director Virginia Landi.
- Planettoon® is a registered trade mark
- The Licensing Expo is the world's largest licensing trade show.

+1.305.440.5252
+39.06.8750.1010

Corporate Office
Headquarters EU

Palazzo Valadier Piazza del Popolo, 18
Rome, 00187, ITALY

801 Brickell Ave. Suite 900
Miami, Florida 33131, USA



For press enquiries, images, or interviews, please contact:

Maria Elena Guerreiro, Precious Creative Co.
Director of Communications & Public Relations

Email: maria@preciouscreative.com or on (landline) +1 305 440 5252, or (cell) +1 347 536 7999.

Planettoon®'s World mission is to CARE - Because CARING IS POWERFUL!

+1.305.440.5252
+39.06.8750.1010

Corporate Office
Headquarters EU

Palazzo Valadier Piazza ^{del}Popolo, 18
Rome, 00187, ITALY

801 Brickell Ave. Suite 900
Miami, Florida 33131, USA