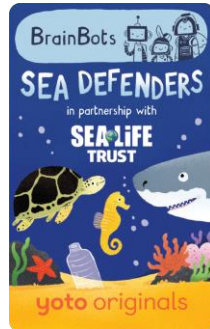




Yoto, Merlin Entertainments and SEA LIFE TRUST Bring Yoto Products and the *BrainBots: Sea Defenders* Audio Card to U.S. SEA LIFE Aquariums

Card empowers children to learn about the ocean and 20% of proceeds go to SEA LIFE TRUST



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New York, NY (January 25, 2024) – [Yoto](#), the interactive audio platform for kids and creator of the critically acclaimed and award-winning Yoto Player and Yoto Mini, today announced the continuation of its global partnership with [Merlin Entertainments](#) and its marine conservation charity, [SEA LIFE TRUST](#), with the launch of the *BrainBots: Sea Defenders* card in the U.S. *BrainBots: Sea Defenders* is an audio adventure that teaches kids about the importance of our oceans as well as how to protect them and enables children to bring the wonder and education of their aquatic experiences at Merlin's SEA LIFE Aquariums home with them.

Inspired by Merlin Entertainments' SEA LIFE Sea Defender Teacher Resources, the Yoto Originals team worked closely with SEA LIFE Aquariums and SEA LIFE TRUST to develop the content in this educational audio adventure, ensuring it sparked curiosity and a deeper appreciation for our oceans in kids, while also providing them with everyday actions they can take to help preserve marine environments.

The story includes the BrainBots crew, Nellie, Buzz and Gibbs, as they embark on an underwater mission to undergo training for their Sea Defenders upgrade. Together, the BrainBots venture into the depths of our planet's oceans and learn what we can do to protect them. The story features characters based on real SEA LIFE animals, including Dougie the Sea Turtle in Costa Rica, Jazz the Seahorse in England and Wilma the Zebra Shark in Australia. The audio card takes kids on a hilarious fact-filled adventure to learn all about our oceans and how to become a Sea Defender. Kids ages six and up can test their knowledge at the end of the card to see how many BrainBank facts they can remember!

Sarah Natchez, Yoto's North America Managing Director says, "The expansion of our partnership with SEA LIFE and Merlin Entertainments to the U.S. underscores Yoto's commitment to children learning through play. We believe teaching kids about marine conservation is an important part of raising environmentally conscious individuals who can help preserve our oceans and marine ecosystems. We admire the impact our partners make through their network of aquariums and sanctuaries and see the launch of the *Brainbots: Sea Defenders* card as a natural extension for children to keep exploring and learning about our oceans from home."

Scott O'Neil, CEO of Merlin Entertainments says, "Merlin's SEA LIFE Aquariums are the world's largest network of aquariums and we are grateful to leverage the Yoto platform to create engaging and immersive marine experiences that inspire our visitors to become future ambassadors for preserving and protecting marine life in the world's waters. We continue to advocate and be the leading voice for conservation, rescue and rehabilitation. It is inspiring to partner with Yoto as we share similar ambition, passion and vision. This is our first partnership across all of our SEA LIFE Aquariums in North America as we join forces with our SEA LIFE TRUST charity to launch the *BrainBots: Sea Defenders* card. Yoto's innovative card marks the continuation of our educational and immersive journey for families and children, extending the impact even after they bid farewell to our expert curators and diverse marine life."

Graham McGrath, Head of SEA LIFE TRUST says, "I'm absolutely thrilled to embark on the second phase of our collaboration with Yoto and Merlin Entertainments, as we actively contribute to the early education of our children on the importance of conserving our natural marine environments. This initiative ensures that our oceans have a strong and healthy future. Beyond education, it's about instilling our key values: to inspire, create amazing discoveries, and share knowledge. We eagerly anticipate the progress of this journey together and extend a huge thank you to the Yoto team for their valued support of the SEA LIFE TRUST in this exciting collaboration."

The *BrainBots: Sea Defenders* card is available today for \$9.99 at www.yotoplay.com and SEA LIFE Aquariums. Twenty percent of all profits from the card will be donated to protecting our oceans through the SEA LIFE TRUST. The *BrainBots: Sea Defenders* card will be available at all SEA LIFE locations in the U.S., including Tempe (Arizona), Charlotte-Concord (North Carolina), Grapevine (Texas), Kansas City (Missouri), Auburn Hills (Michigan), Bloomington (Minnesota), Orlando (Florida), San Antonio (Texas), East Rutherford (New Jersey), and Carlsbad (California).

The SEA LIFE Trust works globally to protect the world's oceans and the amazing marine life that lives within them, envisioning a world where our oceans are healthy, properly protected and full of diverse life. The charity supports the need for plastic-free oceans and an end to over-exploitation of marine life through our global projects and campaigns, as well as at our marine animal sanctuaries.

To learn more about a SEA LIFE Aquarium near you, visit <https://www.visitsealife.com/>

About Yoto

Yoto is an interactive audio platform for kids. Yoto offers over 1,000 audio titles from the world's greatest creators spanning stories, songs, activities, and more to inspire creative play and learning without a screen. The carefully connected audio players – the Yoto Player and the Yoto Mini - put kids safely in control. No cameras. No microphones. No ads.

Inspired by Montessori principles, Ben Drury and Filip Denker founded Yoto in 2017. The very first Yoto Player launched on Kickstarter, then promptly sold out in 2019. The second generation Yoto Player was designed with renowned design agency, Pentagram, and launched in early 2020. The brand's portfolio continued to grow with subsequent product launches, including the portable Yoto Mini and Yoto Player (3rd Generation).

Now available worldwide, Yoto has won awards and accolades from critics, parents and children alike. Yoto Mini was named as a winner in Good Housekeeping's 2022 Parenting Awards, TIME Magazine named Yoto Player one of the Best Inventions of 2020, and Yoto Mini won a prestigious D&AD Pencil in 2022.

Yoto's platform features both award-winning original content and audio that has been licensed or co-created with partners. These partners include PRH, Macmillan, Sony, Disney, LEGO, Roald Dahl Story Company, HarperCollins, Hachette, Viacom, Bonnier and Scholastic.

About Merlin Entertainments

Merlin Entertainments is a global leader in branded entertainment destinations, operating more than 140 attractions, 23 hotels and 6 holiday villages in 23 countries across 4 continents. Merlin's purpose is to deliver memorable experiences to its millions of guests around the world, through its iconic brands and multiple attraction formats, and the commitment and passion of its employees.

See www.merlinentertainments.biz for more information.

About SEA LIFE and the SEA LIFE TRUST

SEA LIFE is the world's largest family of aquariums, proudly delivering amazing discoveries around the world. From breath-taking underwater tunnels to incredible up-close encounters, guests can dive into the ocean world without getting wet.

Welcoming more than 20 million guests each year to 50 aquariums and six sanctuaries, SEA LIFE cares for over 180,000 creatures living in incredible themed habitats. SEA LIFE has a vision of oceans that are healthy, protected, and full of diverse, wonderful animals and works together with its partner charity, the SEA LIFE TRUST. Their joint focus is to protect these oceans and the amazing marine life within them.

The SEA LIFE TRUST owns and operates marine wildlife sanctuaries (including the world's first Beluga Whale Sanctuary in Iceland), runs inspiring conservation campaigns and funds projects and education programs that champion the need to protect our oceans.

Through its global BREED, RESCUE, PROTECT program and dedicated Conservation, Welfare and Engagement team, SEA LIFE's team of expert marine biologists pioneer global breeding projects which may one day provide a lifeline to the ocean's endangered species, as well as nursing sick creatures back to health and returning them to the wild. If they can't survive in the wild, they are given a safe home for life.

For more information on the work SEA LIFE and the SEA LIFE TRUST does in protecting our oceans, visit www.visitsealife.com and www.sealifetrust.org.

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