

Media Contact:
5W Public Relations
212-999-5585
bqilafi@5wpr.com

Baby Einstein Licensee Hello Einstein Studios Expanding Footprint, Calls for Content Pitches that Cultivate Curiosity

Future Collaboration Ventures will Offer Premium Content and Holistic Solutions to Families Around the World

Atlanta, GA (April 13, 2022) – Hello Einstein Studios, a media entertainment company that creates trusted, best-in-class children’s educational entertainment, has announced a major expansion of its production and development slates, as well as several new entertainment partnerships. Hello Einstein Studios has a foothold in the children’s entertainment industry through its Baby Einstein® series and a portfolio of high-profile media relationships. The studio is working closely with media giants including Moonbug, Roku, Pandora and Giant Interactive.

“As our production continues to get more robust, Hello Einstein Studios is looking to collaborate with new partners, including the industry’s top and up-and-coming talent to develop new premium content that that cultivates curiosity for ages up to age 6 and engages children and parents alike worldwide,” said Ryan Gunnigle, CEO and Owner of Kids2 and Founder of Hello Einstein Studios. “We want ideas that can extend to holistic solutions for parents in multiple forms of media – shows, music, books, toys and gear - to enhance the parenthood journey.”

Home to the beloved Baby Einstein® Classics series, Manners Manor™, Cal’s Sound Yard™, Patch’s Number Forest™ and The Sandbox™, Hello Einstein Studios content is grounded in “The Einstein Way™,” which is a set of core principles, centered on the importance of curiosity in babies and children. The shows encourage children to explore the world around them, learn of new cultures, experience different genres of music, teach dynamic relationships, have travels and adventures, see new cuisines and more. Kids2, a global company that designs solutions to help early-stage parents and families, has extended its Baby Einstein® license to Hello Einstein Studios.

“Our aim is to continue this robust development with new partners across all aspects of the industry. We are always looking to innovate and are passionate about collaborations that do just that,” said Gunnigle.

Most recently, Hello Einstein Studios, launched “The Sandbox™” with Roku and distribution of its music with Pandora. Coming later this year is a new series, “Baby Einstein®: Ocean Explorers™,” to premiere in conjunction with a companion line of products for children.

Hello Einstein Studios is currently producing additional content for shows that will launch beginning in 2023.

**For more information or to receive our pitch submission form, contact:
info@helloeinsteinstudios.com**

About Hello Einstein Studios

A media entertainment company, Hello Einstein Studios' sole purpose is to help create a more curious world through trusted, best-in-class children's educational entertainment. Hello Einstein Studios produces curiosity-drive content that takes families across the globe on new journeys through interactive digital edutainment. Home to the beloved Baby Einstein®. Classics series, Manners Manor™, Cal's Sound Yard™, Patch's Number Forest™ and The Sandbox™, Hello Einstein Studios believes in the power of curiosity to drive creativity, encourage discovery and create adaptability for today's ever-changing environment. Kids2, a global company that designs solutions to help early-stage parents and families, has extended its Baby Einstein® license to Hello Einstein Studios.

About Kids2 Group

Kids2 Group is a purpose-driven family of companies focused on helping new parents solve some of their biggest problems. This is all made possible thanks to Kids2 Group's unique community of passionate people and forward-thinking companies that create connectivity and comradery in pursuit of tiny wins for parents and children everywhere. Comprised of world-renowned brands: Baby Einstein®, Ingenuity® and Bright Starts®, as well as a privately owned media company, a venture capital firm to invest in like-minded startups, a vertically-integrated manufacturing facility, and various joint-venture partnerships—Kids2 Group sets out to create holistic solutions that create more tiny wins and bright futures for all families.

Kids2 Group's global reach spans 90 countries and more than 700 million consumer touchpoints, and the Kids2 Group family is growing. Thanks to new ideation and innovation, along with new investments in innovative spaces, Kids2 Group is on a path to make each day that much easier for early-stage parents and families everywhere. For more details on Kids2, please visit www.kids2.com.

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