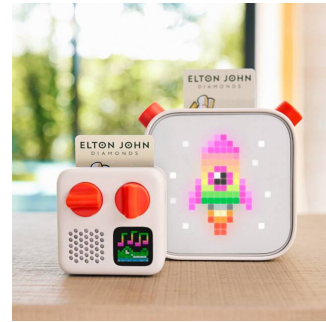


Kids' audio platform Yoto teams up with Elton John to release new version of Diamonds album as the first-ever Collector's Edition Yoto cards

Only 1,000 of each Collector's Edition design will be produced, using illustrated Elton John characters as album artwork for the first time



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yotoplay.pr.co

NEW YORK, Nov. 8, 2024 - Yoto, the audio platform for kids behind the critically acclaimed and award-winning screen-free Yoto Player and Yoto Mini, is today releasing a new version of Elton John's iconic Diamonds album as their first-ever Collector's Edition Yoto card series.

Originally released in 2017, fans can now get their hands on a new 15-track version of his Ultimate Greatest Hits album, the perfect introduction to his best-loved tracks for young listeners aged three and up.

Alongside a version of the Yoto card that will be on general sale via the yotoplay.com website, there will also be four limited edition card designs, each celebrating one of Elton's most iconic outfits, with only 1,000 copies of each available - a must-have for any Elton collectors.

This exciting collaboration marks a new chapter in Yoto's relationship with Universal Music Group, the global leader in music-based entertainment. The 15 tracks selected for the Yoto Editions span a career of over 50 years, featuring all of his landmark hits, including "Your Song," Rocket Man," "I'm Still Standing," "Cold Heart" with Dua Lipa and many more, providing the perfect showcase of the evolution and artistry of a music legend for a new generation of fans.

But that's not all: Yoto also asked their hundreds of thousands of young listeners around the world to send in their questions for Elton. To celebrate the launch today fans, new and old, can press the right-hand button on their Yoto Players to hear the music legend himself answer his favorites on the hugely popular Yoto Daily podcast. The Q&A will also be available on demand on the free [Yoto app](#) and on the [Yoto Space](#) website.

Yoto CEO and Co-Founder, Ben Drury, says: "This launch is not only a way for parents to introduce their children to the iconic sounds of Elton John, it also lets families share the timeless magic of classic pop music in a way that's engaging and screen-free. At Yoto, we believe that music is a universal language that can inspire creativity and spark a love for the arts in children, and what better way to do that than through the timeless melodies and powerful storytelling of the Rocket Man himself? This album gives families an opportunity to bond over shared musical moments that can last a lifetime, and releasing four special Collector's Edition cards for the first time also allows grown-up Elton fans the chance to add a whole new format to their music collection."

"For many adults, Elton John has been the soundtrack to countless significant moments in their lives and now increasingly in their children's lives as well. From being responsible for some of the most epic film moments to appearing live from Dodger Stadium in Roblox, Elton's timeless appeal resonates across generations, and so it was important for us to bring his "Diamonds" collection to Yoto, ensuring that we honored Elton's unrelenting ingenuity and style with a dynamic and groundbreaking release," said Sarah Boorman, General Manager, Youth Strategies, Universal Music, UK. "The four uniquely numbered hologram Collector's Editions are stunning and will undoubtedly become treasured by the lucky children who receive them; it's quite a way to own your first Elton John album!"

Elton John Diamonds (Yoto Edition) cards launched today (November 8 th , 2024) are available at www.yotoplay.com priced at \$14.99 each with a run time of 1hr 5mins.

Yoto Player 3rd Generation is priced at \$99.99

Yoto Mini (2024 Edition) is priced at \$69.99

For more information, imagery, samples and interview requests, please contact:

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Notes to editors

Elton John Diamonds (Yoto Edition) Track List (Run time: 1hr 5mins)

- I'm Still Standing
- Cold Heart (PNAU Remix) ft. Dua Lipa
- Rocket Man (I Think It's Going To Be A Long, Long Time)
- Crocodile Rock
- Saturday Night's Alright (For Fighting)

- Hold Me Closer ft. Britney Spears
- Circle Of Life
- Your Song
- Tiny Dancer
- Bennie And The Jets
- Don't Go Breaking My Heart ft. Kiki Dee
- Sacrifice
- I Guess That's Why They Call It The Blues
- Goodbye Yellow Brick Road
- Can You Feel The Love Tonight

About Yotoplay

Yoto is an interactive audio platform for kids. Yoto offers a catalogue of over 1,200 stories, songs, activities and more to inspire creative play and learning without a screen. The carefully connected audio players, Yoto Player (3rd Generation) and 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. Yoto Player was designed with renowned design agency, Pentagram, and launched in early 2020. Yoto Mini, the portable audio player, launched in late 2021. The new and improved third generation Yoto Player arrived in summer 2023.

Available worldwide, Yoto has won awards and accolades from critics, parents and children alike. TIME Magazine even named it one of the Best Inventions of 2020 and Yoto Mini won a prestigious D&AD Pencil in 2022. Yoto was named one of Bloomberg's Top Start Ups to watch, and was named the second fastest growing tech company by Deloitte in 2023.

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, Universal Music Group, Sony, Warner Music, Mattel, Pottermore Publishing, Roald Dahl Story Company, HarperCollins, Hachette, Bonnier and Scholastic.

Contact details

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