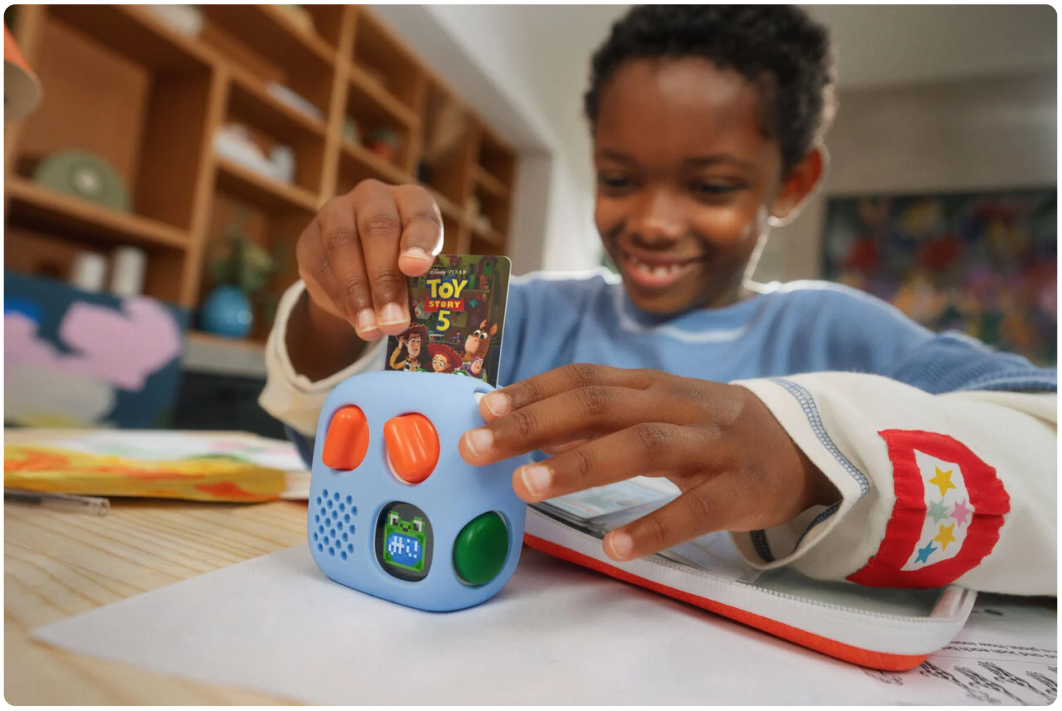
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Yoto launches new Disney and Pixar Toy Story 5 Card

Jessie, Woody and Buzz face their biggest challenge yet in this audio retelling of the film as traditional toys go toe to toe with tech



Yoto, makers of the award-winning audio players for kids and families, has today launched their retelling of Disney and Pixar Toy Story 5 in a new Yoto card bringing the Disney and Pixar blockbuster film to life as an action packed audio adventure.

A retelling of the recent film broken into 10 short chapters, the Yoto Card follows Jessie as she steps up as Bonnie's favourite toy, only to face an unexpected challenge when Bonnie's parents introduce a smart tablet named Lilypad. As Bonnie becomes increasingly captivated by screens, Jessie calls on an old friend for help: Woody. Meanwhile, 50 defective hi-tech Buzz Lightyear action figures are on a mission to march on Star Command, leaving the veteran toys to navigate a world where modern technology and old-fashioned imagination must learn to coexist.

Produced by Disney and Pixar and presented by Yoto, the card features single-voice narration with original music and sound effects, and runs for approximately one hour in total. Jess Tarrant, Content Director at Yoto, said: "Toy Story is one of the most beloved franchises in the world, and with seven Toy Story titles now in our library and tens of thousands of cards sold, the love our community has for these characters speaks for itself.

“What sets this card apart is how deeply its story connects to what we hear from parents every day. Families want their children to slow down, tune in, and use their imaginations. Jessie's fight to win Bonnie back from a screen is one every parent will recognise, and we think hearing it told through audio makes it all the more powerful."

The Yoto Card edition of Toy Story 5 is perfect for children aged three to eight years old, and is available at yotoplay.com priced at €12.99, with a run time of approximately one hour. The card is compatible with all Yoto players, including the new Yoto Player 4th Gen and Yoto Mini 4th Gen, as well as the free Yoto App. It can be purchased from: Yoto EU

Yoto Player 4th Gen is priced at €129.99.
Yoto Mini 4th Gen is priced at €99.99.

About Yoto

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.

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