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Ms. Rachel & Mr. Aron's first studio album, I'm So Happy, is now available for pre-order on Yoto

From the creators of one of YouTube's most-watched children's shows, the album arrives on Yoto Cards just in time for the holiday season



Yoto, the award-winning interactive audio platform for kids and families, today announced that *I'm So Happy*, the debut studio album from Rachel and Aron Accurso, will arrive in Yoto's library from 12th November. Marking the album's debut on a kids' audio platform, the Yoto Card is available for pre-order from 5th November at yotoplay.com, priced at €13.99, just in time for the holiday gifting season.

Perfect for the whole family, the *I'm So Happy* Yoto Card features all 23 tracks from the album, including the title track "I'm So Happy" and fan favorites "I Love a Rainbow," "Big Feelings," "I Could Be Your Friend," "Icky Sticky Bubblegum" and "Hop Little Bunnies," plus fresh takes on classic nursery rhymes "Old MacDonald" and "The Wheels on the Bus."

Globally distributed by Magic Star, The Orchard's children and family division, *I'm So Happy* showcases the warmth, musicianship, and research-based approach that have made *Ms. Rachel* a trusted favorite for millions of families around the world, while reflecting Rachel and Aron's belief that children deserve rich, detailed music. The album was executive produced by Aron and Rachel Accurso and produced by Aron alongside Grammy Award winner Scott Riesett, with Rich Mercurio and Michael Kosarin producing select tracks. In addition to songwriting, singing, and conducting, Aron served as principal arranger, leading a team of musical collaborators including Michael Kosarin, Michael Starobin, Martin Erskine, and Christopher Jahnke.

Upon its release, *I'm So Happy* reached No. 1 on Billboard's Kid Albums chart, landed in the Top 10 on the Top Album Sales chart, and reached No. 16 on the Billboard 200.

"Ms. Rachel is a once-in-a-generation talent for little ones, and the first studio album from her and Mr. Aron is a moment families around the world have been waiting for," said Jess Tarrant, Content Director at Yoto. "Their songs are already part of daily life in so many homes, and having them on Yoto means kids can access their favorite *Ms. Rachel* songs independently using a device built for children."

Ms. Rachel and Mr. Aron shared, "Music is at the heart of our show and we're so happy (jump, clap, spin!) that children can choose and play the songs independently with their Yoto players!"

Best known to families as Ms. Rachel and Mr. Aron, Rachel and Aron Accurso are the creators of *Ms. Rachel*, one of the world's most beloved early childhood brands. What began as a resource to help young children develop speech, language, and early learning skills through music and play has grown into a global phenomenon, with their show *Ms. Rachel* reaching more than 21.5 million YouTube subscribers and nearly 18 billion views. The *Ms. Rachel* Netflix series ranked among the platform's most-watched shows in the first half of 2025 and earned two Children's & Family Emmy nominations.

Arriving ahead of the holiday season, the *I'm So Happy* Yoto Card will give families a new way to enjoy Ms. Rachel's music together or gift it to a little listener. The card is available for pre-order on its own for €13.99 from 5th November. From 12th November the card will also be available in a selection of bundles, offering families even more ways to bring songs from *Ms. Rachel* home for the holidays.

I'm So Happy 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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