

Yoto launches new Disney Winnie the Pooh: Tales of Friendship card

Celebrate 100 years of Winnie the Pooh with five heartwarming stories from the Hundred Acre Wood.



Yoto, makers of the award-winning screen-free audio players for kids and families, has today launched Disney Winnie the Pooh: Tales of Friendship, a collection of five heartwarming stories about the joy of true friendships.

In celebration of 100 years of Winnie the Pooh, Disney has collaborated with Yoto to reimagine the timeless tale for young listeners aged 3 to 6, based on the original works by A.A. Milne and E.H. Shepherd. First published in 1926, Winnie the Pooh has captured the hearts of children and families across generations, and this milestone marks a century of the Hundred Acre Wood's most beloved characters.

The new card features five heartwarming stories, each led by a familiar character and rooted in a life lesson: Pooh reminds us to trust in our friends, Eeyore learns to look on the bright side, Rabbit discovers the power of teamwork, Owl shows us how to make others feel special, and Piglet celebrates the beauty of our differences. Sitting alongside the existing Winnie the Pooh: Storybook Collection Yoto Card, the new title has been produced by Disney featuring narration by Susan Denaker, with music and sound effects crafted specifically to suit the needs of young listeners.

Jess Tarrant, Content Director at Yoto, said: "Winnie the Pooh has held a special place in children's hearts for generations, and Tales of Friendship captures everything that makes those early friendships so special. Each story explores what it really means to be a good friend, from sharing and caring for one another to the sadness of missing someone when they're apart. For little ones just starting to navigate the world of friendships, there's no better companion than Winnie the Pooh."

The Yoto card edition of Disney Winnie The Pooh: Tales of Friendship is available at yotoplay.com priced at \$19.99 , with a run time of 1 hour 10 minutes. The card is compatible with all Yoto Players, as well as the free [Yoto App](#). It can be purchased from:

[Yoto AU](#)

-ENDS-

Track listing:

- Forget Me Knot
- Eeyore's Gloomy Day
- Seeds of Friendship
- Owl's Reading Lessons
- A Portrait of Friendship

About Yoto

Yoto is an interactive audio platform designed for screen-free listening that kids control. The company was founded by Ben Drury and Filip Denker, two dads who wanted to create a better way for their children to enjoy audio without needing to use tech built for an adult. Child-first by design, Yoto Players have always been designed for agency without addiction so children could discover, imagine and learn on a device that was built for them.

Since launching on Kickstarter in 2017, Yoto has grown into a global brand loved by families around the world. The launch of the Yoto Player 4th Gen and Yoto Mini 4th Gen in 2026 marked a new chapter in that story: after years of learning from how families actually use their players, from the podcast tune-in every morning, to the last Yoto story at night, the new hardware is faster, tougher and better than ever before, built around the rhythms of real family life.

Yoto has won multiple prestigious awards over the years, including the King's Award for Enterprise in 2025, the FT1000 Europe's Fastest-Growing Companies list in 2026, a D&AD Pencil for outstanding design, and was named one of TIME magazine's Best Inventions in 2020. The Yoto Mini 4th Gen sits in the Henry Ford Museum of Innovation collection alongside the original iPhone thanks to its IDEA Gold award in 2026.

The content library spans over one thousand titles from publishers, labels and top creators including Universal Music Group, Penguin Random House, Roald Dahl Story Company, the BBC and Mattel alongside Yoto's own award-winning Yoto Originals, bringing the world's best stories, music, activities and podcasts to children of all ages in English, French and Spanish. Available globally, Yoto is creating a world-class audio experience that grows with children and sits at the heart of everyday family life.

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