

THE WIGGLES' MUSIC ARRIVES ON YOTO - giving families a new way to enjoy the iconic music of The Wiggles – no screens required

The Wiggles' iconic music catalogue is now available on Yoto, the award-winning screen-free audio platform for children.



- Five dedicated Yoto Cards featuring much-loved Wiggles hits and interactive stories are now available to purchase online and at Kmart & Memo stores across Australia.
- Featuring everything from Wiggly Nursery Rhymes to The Best of The Wiggles, this collection brings the fun to playtime, car rides and bedtime – set to be the soundtrack of the summer.
- Yoto has partnered with Purple Wiggle, Lachy Gillespie, who speaks about his experience as a parent navigating screen time and the benefits of audio-based play for children.

Sydney, Australia, Tuesday 4th November 2025 - Yoto, the award-winning screen-free audio platform for children, has partnered with The Wiggles to bring their much-loved music and

stories to life – inspiring imaginative play, family dance parties, and a little everyday magic, no screens required.

The launch includes five dedicated Yoto Cards packed with much-loved hits and interactive stories, available now for purchase online, and at Kmart stores across Australia.

The collaboration between Yoto and The Wiggles brings together two trusted family favourites, uniting Yoto's mission to inspire independent, imaginative play through audio with The Wiggles' legacy of creating joyful, educational entertainment for children.

From Wiggly Nursery Rhymes to The Best of The Wiggles, these cards bring the group's signature energy and imagination to children's everyday routines – from playtime to car rides and bedtime. The collection is set to become the sound of the summer.

Lachy Gillespie (The Purple Wiggle) shares: "We are thrilled to be on Yoto. Being a father, I'm always trying to achieve a healthy balance with screen time for my own children. Yoto helps families take that pause and enjoy some imaginative play. The best way to help children switch off isn't to tell them what not to do - it's to show them there's another way to play. Yoto really offers that! It shows little ones there's an alternative to screens, bringing our music to them in a way that sparks curiosity and creativity."

Sharina Simnett, Country Manager for Australia & New Zealand at Yoto, adds: "We're so excited to welcome The Wiggles to Yoto. Their music has shaped childhoods for generations, and now families can enjoy it in a screen-free, imaginative way. The five new Wiggles cards are packed with a variety of audio, from popular nursery rhymes and their biggest classic hits, to a special remix album of nostalgic songs. This collaboration marks the beginning of a joyful partnership rooted in shared values - creativity, curiosity, and connection."

The Wiggles Yoto Cards are now available to purchase [online](#), and in **Kmart** stores across Australia - bringing songs, stories, and imagination to life, no screens required. The Wiggles collection joins a growing library of content on Yoto that includes stories, music, soundscapes, and educational podcasts for children of all ages. With over 1,000 cards

available globally, Yoto has quickly become a go-to platform for parents seeking enriching, screen-free entertainment.

Notes to Editors

Wiggles cards available on Yoto:

- The Wiggles Sound System: Rave of Innocence - RRP \$19.99
- Wiggly Nursery Rhymes - RRP \$19.99
- The Best of The Wiggles - RRP \$19.99
- Wiggle Up, Giddy Up! - RRP \$19.99
- Piano Lullabies for Baby's Sleep - RRP \$19.99

About Yoto

Yoto is a screen-free, ad-free, mic-free kids audio player and content platform that has recently launched in Australia. Yoto's mission is to let kids lead the way. Its innovative design allows kids to play independently, unlocking their creativity and imagination through the world of audio.

Yoto's platform features both award-winning original content and audio that has been licensed or co-created with partners. These partners include Penguin Random House, Universal Music Group, Macmillan, Sony Music, Disney, Roald Dahl Story Company, HarperCollins, Hachette, Viacom, Bonnier and Scholastic.

Inspired by Montessori principles, Ben Drury and Filip Denker founded Yoto in 2017. The very first Yoto Player launched on Kickstarter, then promptly sold out in 2019. The brand's portfolio continued to grow with subsequent product launches, including the portable Yoto Mini in 2021 and with the new third generation Yoto Player in 2023. With major markets in the UK, North America, Canada and France, Yoto launched in Australia in July 2024. Since launching locally, the company has sold twice as many players and recorded an 80% increase in content card sales – with a Yoto player now sold every 10 minutes in Australia.

TIME Magazine named Yoto Player one of the Best Inventions of 2020, and Yoto Mini and Yoto Player (3rd Generation) have both been awarded prestigious D&AD Pencils.

About The Wiggles

For over three decades, The Wiggles, the world's most popular children's entertainment group, have educated, entertained and enriched the lives of millions of pre-schoolers (and their parents) across the globe. Today, generations of fans that grew up watching The Wiggles are sharing their love of the band with their own children. With over 3 billion music streams, 6 billion views on YouTube, 30 million album and DVDs sales, and over 8 million books sold globally, The Wiggles continue to dominate the preschool entertainment scene. Their live shows annually sell out to audiences on three continents, and their video content is seen in over 190 countries worldwide. The Wiggles' ability to resonate across generations and cultures ensures their lasting impact on children's entertainment for years to come.

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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.

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