

Yoto Announces First Ever Musical Theatre Release in Partnership with Universal Music Group and Andrew Lloyd Webber's Hit Musical Starlight Express

Coinciding with the return of Starlight Express to London this month, Yoto, the audio platform for kids, has released a brand new card of the iconic soundtrack featuring child-friendly introductions to each song



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LONDON, 6th June 2024 - Yoto, the audio platform for kids behind the critically acclaimed and award-winning screen-free Yoto Player and Yoto Mini, is excited to continue its industry-first partnership with Universal Music Group, the global leader in music-based entertainment, by releasing its first ever musical theatre card of Andrew Lloyd Webber's Starlight Express in celebration of the original album's 40th Anniversary. This exciting release continues the partnership's mission to put children as young as three in control of safely exploring a wide range of music and artistry, fostering true independence.

Coinciding with the return of the iconic stage show to London after an absence of over 22 years, Starlight Express (Yoto Edition) includes a selection of 13 songs from the classic stage show with music by Andrew Lloyd Webber and lyrics by Richard Stilgoe. The Yoto card includes "Call Me Rusty", "U.N.C.O.U.P.L.E.D." and the iconic title track "Starlight Express" from the Original 1984 cast album, featuring cast members Stephanie Lawrence, Frances Ruffelle, Jess Shankley, Jeffrey Daniel, and Ray Shell.

The card also includes child-friendly introductions to each track which magically bring the story of the show and its characters to life in a unique way for young listeners.

It's a perfect introduction to one of the best-loved and most enduring musical theatre shows, promising an inspiring listening experience for young ears through the immersive stereo sound of the brand's Yoto Player 3rd Generation or the size-defying audio of the Yoto Mini (2024 Edition).

Musical legend and Starlight Express composer, Andrew Lloyd Webber, who wrote the show originally for his own children has said "Starlight Express grew from an idea to make a musical about railway trains - delighted to see that the trains are still skating 35 years on."

The Really Useful Group CEO James McKnight said:

"We're delighted to be collaborating on Yoto's first ever musical theatre release with Starlight Express, a show that has created defining experiences for children all around the world. Yoto is the perfect partner for The Really Useful Group as we look to explore innovative technologies to bring Andrew Lloyd Webber's musicals to new generations in new formats."

Yoto Co-Founder and CEO Ben Drury comments: "By partnering with Universal Music Group and Andrew Lloyd Webber's Really Useful Group to bring the beloved songs of the musical Starlight Express to Yoto, we are offering children an unforgettable audio experience that sparks their imagination and strengthens their developmental journey. This new addition of our first ever musical theatre release complements our mission to inspire young minds through the power of music and storytelling. We are excited to see families come together,

bond over this timeless musical, and fill their homes with joy and creativity as they explore the wonders of Starlight Express on Yoto.”

The Starlight Express (Yoto Edition), card launched today (June 6th, 2024) is available at www.uk.yotoplay.com priced at £9.99 / \$11.99 USD with a run time of 57 minutes, and can be purchased/ordered from:

[Yoto US](#)

[Yoto UK](#)

[Yoto Canada](#)

[Yoto EU](#)

[Yoto Player 3rd Generation](#) is priced at (£89.99/\$99.99)

[Yoto Mini \(2024 Edition\)](#) is priced at (£59.99/\$69.99)

Notes to Editors

Starlight Express (Yoto Edition) Track List

Rolling Stock

Call Me Rusty

He Whistled At Me

Freight

AC/DC

Pumping Iron

The Race

Starlight Express

U.N.C.O.U.P.L.E.D

Right Place, Right Time

I Am The Starlight

One Rock 'N' Roll Too Many

Light At The End Of The Tunnel

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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