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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 £11.99, 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 favourites "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 £11.99, 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.

Yoto bundles available from 12th November 2026:

- *I'm So Happy* + Yoto Mini 4th Generation: £91.78 (save 10%, RRP £101.98)
- *I'm So Happy* + Yoto Player 4th Generation: £118.78 (save 10%, RRP £131.98)
- *I'm So Happy* + Yoto Mini 4th Generation + Adventure Jacket: £109.77 (save 10%, RRP £121.97)
- *I'm So Happy* + Yoto Player 4th Generation + Adventure Jacket: £141.27 (save 10%, RRP £156.97)

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 UK

Yoto Player 4th Gen is priced at £119.99.Yoto Mini 4th Gen is priced at £89.99.

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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