

## PRESS RELEASE

### Sanrio and CoComelon debut **CoComelon Playdates with Sanrio Friends** New Series to Premiere Globally January 24, 2026 on YouTube



TOKYO, January 24, 2026 — Sanrio Co., Ltd. (Sanrio) and Moonbug Entertainment Ltd. are inviting families around the world to join the fun as [CoComelon Playdates with Sanrio Friends](#) premieres globally January 24, 2026 on YouTube. The brand-new 2D animated series brings the beloved worlds of CoComelon and Sanrio together for playful adventures filled with music, imagination, and friendship.

In *CoComelon Playdates with Sanrio Friends*, JJ and his friends team up with Hello Kitty, Pompompurin, and other fan-favorite Sanrio characters for whimsical sing-alongs, silly moments, and heartwarming playdates inside JJ’s imaginative world. The series unfolds around a cozy and colorful Clubhouse and an immersive landscape designed to blend CoComelon’s joyful, music-driven storytelling with Sanrio’s signature cute aesthetic.

“*CoComelon Playdates with Sanrio Friends* brings together two globally loved brands in a way that feels joyful, meaningful, and developmentally thoughtful for young viewers,” said Nicole Rivera, Senior Creative Executive at CoComelon. “By combining music, friendship, and playful learning, the series creates a fresh experience for families while staying true to what makes both CoComelon and Sanrio so special.”

Kosuke Hamasaki, Executive Director overseeing character branding at Sanrio also commented "We are pleased to collaborate with CoComelon to create joyful learning experience for kids, leveraging each other's unique expertise in engaging with the audiences. Guided by its vision of 'One World, Connecting Smiles.' Sanrio hopes to spread smiles and happiness further afield to families around the world."

Each three-minute episode unfolds in a fun, imaginative world brought to life through a dreamy, pastel-inspired aesthetic and a fresh animation style. Developed alongside educational and cultural consultants, CoComelon Playdates with Sanrio Friends features gentle, rhythmic storytelling that supports social-emotional growth, with lessons rooted in kindness, sharing, and cooperation.

True to CoComelon's mission, music is woven throughout the series as a joyful teaching tool to help children build essential life skills, blending five new Japanese nursery rhymes with familiar favorites like "Apples and Bananas" and a vibrant, J-pop-inspired take on "Peek-a-Boo" available this spring. Viewers of all ages will love the music and you can listen to 4 songs from the show [HERE](#).

New episodes of CoComelon Playdates with Sanrio Friends will roll out globally every Saturday beginning January 24, 2026, exclusively on YouTube. You can subscribe to the *CoComelon Playdates with Sanrio Friends* [channel](#) now!

### **About CoComelon**

[CoComelon](#) is a children's series designed to teach life skills through music. From trying new veggies to winding down for bed, CoComelon's songs and content have become a go-to resource for millions of parents to learn and bond with their children. Created with input from child development experts, CoComelon is a global kids' entertainment phenomenon, captivating audiences in over 80 countries with more than 4 billion average monthly views on YouTube. Available in more than 20 languages, CoComelon includes spin-offs like Netflix's *CoComelon Lane*, *Cody Time*, *Nina's Familia*, and *JJ's Animal Time*, as well as an upcoming feature-length *CoComelon* movie that brings the beloved characters to the big screen for the first time. Since joining Moonbug Entertainment in 2020, the franchise has expanded into consumer products, streaming music, games, and live entertainment—bringing joy to families everywhere!

### **About Moonbug Entertainment**

Moonbug is an award-winning global entertainment company inspiring kids everywhere to laugh, learn and grow. The company is behind some of the biggest kids' entertainment brands in the world, including CoComelon and Blippi. Moonbug believes

every child should have access to entertaining and enriching content, making its shows available on more than 150 video platforms globally including Netflix, Disney+, BBC iPlayer and YouTube Kids. The company is also a global leader in pre-school music and audio experiences, available on 100+ audio platforms globally. Moonbug brands extend far beyond the screen to include streaming music, consumer products and live events.

Moonbug is part of Candle Media, an independent, creator-friendly home for cutting-edge, high-quality, category-defining brands and franchises. By bringing together elite talent operating at the intersection of content, community, and commerce, it helps to position leading entertainment businesses for accelerated, sustainable growth in the current market and beyond. Candle is run by its Co-Chairmen and Co-CEOs, leading entertainment executives Kevin Mayer and Tom Staggs, and backed by investment capital from funds managed by Blackstone's flagship private equity business.

### **About Sanrio**

Sanrio is a global lifestyle and entertainment company best known for its beloved characters such as Hello Kitty, Cinnamoroll, Kuromi, My Melody, Pompompurin and Gudetama. Since its founding in 1960, Sanrio has upheld the corporate philosophy of "Minna Nakayoku" (Getting Along Together).

Today, with a presence in over 130 countries and regions, Sanrio continues to strengthen its global influence in entertainment through consumer products, digital content, and immersive experiences.

Guided by the vision "One World, Connecting Smiles", Sanrio is committed to creating smiles, one person at a time, and spreading the circle of happiness even further afield. As it evolves into a global IP platform provider, Sanrio aims to generate new value in entertainment and shape the future of fun and joy through co-creation with people around the world.

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