

POCOYO RELEASES EASTER SPECIAL EPISODE

- “POCOYO: Easter Egg Hunt Patrol” has reached over 3.3 million views in 3 days.
- The new season of POCOYO, exclusive on YouTube, has registered more than 47 million views worldwide since its release in November.

Madrid, April 12nd of 2017.- POCOYO and his friends celebrate Easter releasing a special episode that teaches customs and peculiarities of this celebration to children all across the world.

POCOYO’s YouTube channel has premiered a special production called “[POCOYO: Easter Egg Hunt Patrol](#)”, a longform video that includes a completely new episode made for the occasion, in which kids will experience the joy of egg-hunting with POCOYO and the rest of the gang while they learn about this festivity.

This Easter special has registered more than 3.3 million views in barely three days and has gone viral in countries such as Mexico or Peru. This episode is available in three languages: English, Spanish, and Brazilian Portuguese.



Fun activities for the whole family

On the occasion of this holiday, Zinkia, Spanish production company and creator of POCOYO, has crafted a [playlist on YouTube](#) featuring various partners such as Aardman Animation (Shaun the Sheep, Wallace and Gromit), Rovio (Angry Birds), Zeptolab (Cut The Rope) and Lottie Dottie. Children will enjoy their Easter vacations in an entertaining and safe way.

Likewise, kids will keep on having fun thanks to POCOYO's official website, which has launched an Easter page at <http://www.pocoyo.com/en/easter>, full of activities and crafts ready to enjoy along with the little blue kid and his friends.

POCOYO's new season is a hit on YouTube

The fourth season of the show, which premiered on YouTube and YouTube Kids the 25th of November of 2016, is reaching the highest rates: the six episodes that have been released so far on Google's platform have been watched more than 47 million views worldwide. The new season is rapidly becoming a big hit not only in Spain but also in other key markets like Brazil, Mexico, Argentina or the US.

POCOYO

The preschool show "Pocoyo" aims for education and entertainment merged in perfect balance. The curiosity of the lead character, joined by his inseparable friends Elly, Pato, Loula, Sleepy Bird, Fred, Baby Bird, and Caterpillar, generates countless adventures in a world in which colors, shapes and sounds form a new language that captivates both kids and adults.

Zinkia, the producer of the show, launched the new season the 25th of November of 2016, which adds up to the existing 3 seasons (52 episodes of 7 minutes each) and the short film "Pocoyo & The Space Circus (25 minutes long). The new 26 episodes, exclusive to YouTube and YouTube Kids, keep the essence of the show, that has made the production a worldwide hit, as well as the core values that encourages: respect, tolerance, and friendship.

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