

## **FOR IMMEDIATE RELEASE**

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## **ENCANTOS AND MACMILLAN PUBLISHERS** **ENTER INTO STRATEGIC PUBLISHING RELATIONSHIP**

**New York, NY (December 7, 2020)** – Macmillan Publishers and Encantos, an edtech company focused on inspiring kids to learn 21st century skills through its award-winning and culturally authentic brands, have entered into a strategic publishing relationship covering all aspects of Encantos' publishing business. Macmillan will distribute Encantos' existing publishing catalog, as well as jointly develop new titles based on the critically acclaimed entertainment properties owned and managed by Encantos, as well as new properties Encantos will develop in the future.

Properties currently planned for joint development include the Emmy-nominated CANTICOS, the #1 bilingual preschool brand inspired by Latinx culture that helps children become kindergarten ready in two languages; the award-winning TINY TRAVELERS, the leading brand to help kids become "citizens of the world" teaching kids learn about geography, language and culture via immersive storytelling, activities, and games; and SKELETITOS, a new "Day of the Dead" inspired brand teaching kids how to overcome their fears and anxieties.

"Encantos is at the cutting edge of bringing diverse voices to children's entertainment and education. Their team is phenomenally creative and consistently discovers and nurtures new, underrepresented creators who tell stories inspired by culture with universal appeal. They are developing the properties that will be the touchstones of this next generation, the stories that will resonate and shape them.," said Macmillan Children's Publishing Group President Jon Yaged. "I'm thrilled Encantos has chosen Macmillan as the new home for their publishing business."

"With over fifty percent of kids in America today being multicultural, there is an incredible hunger for more diverse voices. We work with authentic storytellers, to tell authentic stories with mass appeal from diverse perspectives.," said Encantos Chief Executive Officer and Co-Founder Steven Wolfe Pereira. "However, we go way beyond just telling a simple story. We bring our stories to life through Storyteaching. We match each story with the 21st century learning, literacy, and life skills they best model. Encantos is leading the way with the stories that need to be told, with the skills that need to be taught, in the ways that children learn best."

"We are excited to partner with Encantos," said Liz Tzetzto, VP, Publisher Services and Distribution for Macmillan. "We look forward to substantially increasing distribution of Encantos's award-winning titles and properties in retail accounts and special markets, which will bring their books to an even larger audience in the United States, Canada and internationally."

**Macmillan Publishers** is a global trade book publishing company with prominent imprints around the world. Macmillan publishes a broad range of award-winning books for children and adults in all categories and formats. U.S. publishers include Farrar, Straus and Giroux, Flatiron Books, Henry Holt & Company, Macmillan Audio, Macmillan Children's Publishing Group, Picador, St. Martin's Press, and Tor Books. In the UK, Australia, India, and South Africa, Macmillan publishes under the Pan Macmillan name. The German company, Holtzbrinck Deutsche Buchverlage, includes among its imprints S. Fischer, Kiepenheuer & Witsch, Rowohlt, and Droemer Knaur. Macmillan Publishers is a division of the Holtzbrinck Publishing Group, a large, family-owned media company headquartered in Stuttgart, Germany.



**Encantos** is an edtech company that creates award-winning storytelling to make learning fun. Focused on teaching 21st century learning, literacy, and life skills, Encantos builds direct-to-consumer brands that kids and parents love. These brands come to life in a blended learning approach, so that the subscription apps and boxes, animated series, books, puzzles and games all work together to inspire kids to learn through play. Encantos' family brands include the Emmy-nominated and 2 times Kidscreen award-winning #1 bilingual preschool brand Canticos, the Day of the Dead-inspired resilience brand Skeletitos, and the adventure-based travel brand Tiny Travelers.

Encantos has received numerous industry awards and accolades from the AP, ASU GSV, CNN, Common Sense Media, Forbes, Kidscreen, Kirkus Reviews, NBC News, The New York Times, NPR, Parents Magazine, Publishers Weekly, Romper, School Library Journal, Univision and USA Today. Headquartered in Culver City, CA, Encantos is a proud Latinx-led and women-owned public benefit corporation that puts diversity, equality, and inclusion at the heart of everything it creates. For more information, visit [encantosbrands.com](https://encantosbrands.com) and follow @encantosbrands on Instagram and Twitter.