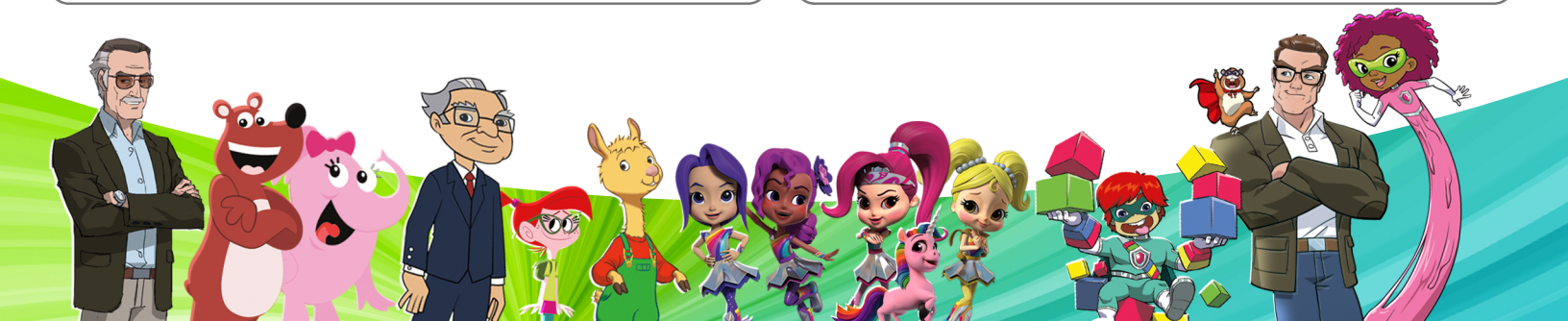
GENIUS BRANDS INTERNATIONAL NEWSLETTER

April 2020

Dolly Parton Embraces Llama Llama in Read-Along!

Country music legend, **Dolly Parton** will be launching a 10 week bedtime story series. She will read Llama Llama Red Pajama on **April 16!**

Llama Llama I Love You was the **#1 Book in America** the week of Valentine's Day! (all books, adults and children's)

Overall, *Llama Llama* book sales are **up double digits** year-to-date!

Sales of ***Llama Llama Red Pajama*** board book have **doubled** since last year!