



Toy Licensing Industry News & Information

## Dino dan continues to expand

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Attention all you Dino Dan fans!

Nick Jr (US), TVO (Canada), and TVA (French Canada) have all placed an order for a second season of Dino Dan. Toronto-based Sinking Ship Entertainment is scheduled to produce 52 more 11-minute episodes of Dino Dan starting this March.

The TV networks decided to order more seasons once they heard that the Dan franchise was expanding its merchandise in retail stores and online. In March, Sinking Ship Entertainment is also scheduled to produce an iTunes app, which ties in with the [dinodan.com](http://dinodan.com) site. A second Dino Dan DVD is scheduled for production, as well as a mass-market launch of seven new toys. Be on the lookout for these exciting new guys! Dino Dan's licensing is managed by The Licensing Shop.

Season one has already been sold to more than 100 countries by distributor Breakthrough Entertainment. The new episodes of season two will go into production this spring, and will be airing in Canada by the fall.

Continue to check our website for more merchandise in the future. In the meantime, check out our [Dino Dan](#) toys. Creator and Sinking Ship partner J.J. Johnson states, "We're sure that this season Dan's imagination is going to take kids on an even greater dinosaur journey."

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