



Did you know that Kanopy offers *Masha and the Bear*? This beloved animated children's series is inspired by a traditional Russian folk tale about an adventurous little girl and a bear. The show follows Masha, a curious child, and her friend Bear, a retired circus performer who looks out for Masha as she explores the world around her.

*Masha and the Bear* has achieved global success, translated into 39 languages and broadcast in over 150 countries. Each episode runs under 10 minutes and features engaging stories that promote creativity, empathy, and humour. Kanopy is happy to offer two seasons of the show. You can view season 1 here: [kanopy.com/product/masha-and-the-bear-s1](https://kanopy.com/product/masha-and-the-bear-s1) and season 2 here: [kanopy.com/product/masha-and-the-bear-s2](https://kanopy.com/product/masha-and-the-bear-s2).

To help you share this exciting collection with your patrons, we've created a marketing toolkit, to help inform your patrons of this wonderful addition to Kanopy.

## List of Toolkit Items

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### General Announcements

Print materials that showcase *Masha and the Bear*, which can be printed and displayed throughout your library

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### Digital Graphics

Graphics sized for various social media platforms and email, showcasing *Masha and the Bear*.

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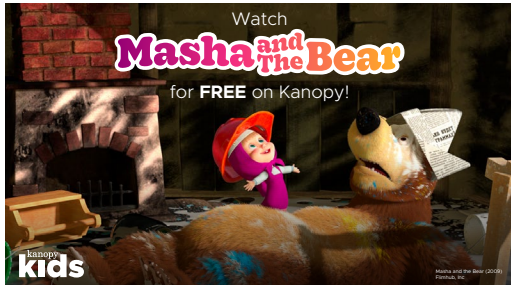
### Suggested Copy

Two options that you can copy and paste into your messaging across social media and email.

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## General Announcement & *Masha and the Bear* Specific Assets

To download the general announcements for our *Masha & The Bear* Collection, visit our Digital Marketing Resources Page for the **U.S.** or **Canadian** markets.



## Social Media/Newsletter Copy

### Version 1

Looking for a delightful show to share with the little ones? *Masha and the Bear* is now available to stream for free and ad-free with your library card on Kanopy! Watch season 1 here: [kanopy.com/product/masha-and-the-bear-s1](https://kanopy.com/product/masha-and-the-bear-s1)

### Version 2

*Masha and the Bear* has captured hearts across the world and now it's available to stream free and ad-free on Kanopy with your library card! Head to [kanopy.com/product/masha-and-the-bear-s1](https://kanopy.com/product/masha-and-the-bear-s1) to start watching!

If you have any questions about the items contained in this toolkit, feel free to reach out to [marketing@kanopy.com](mailto:marketing@kanopy.com).

Respectfully,  
The Kanopy Team