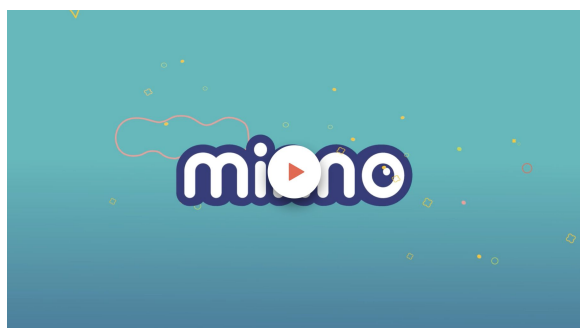


# minno



## The #1 Source of Christian Content for Kids!

Where God's goodness comes to life in stories kids love.

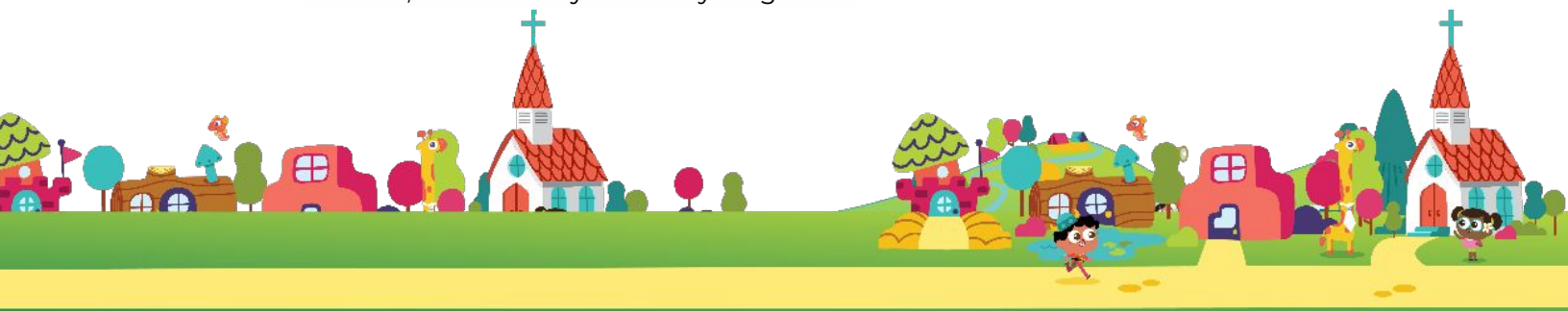
### What is Minno?

Minno is a place where God's goodness comes to life! We're the leading voice around the globe for using media to spark kids' imaginations and curiosity around God and the Bible.

### Here, There, and Everywhere

Minno is here, there, and everywhere to help kids and families experience Jesus every day, every way.

- Minno's streaming service is available as an app on all platforms and includes thousands of hours of curated and original shows.
- Our original show productions, Minno Originals, are produced in partnership with top industry talent to bring best-in-class Christian content to kids around the globe.
- Minno's publishing program continues to expand, anchored by the award-winning, best-selling children's Bible, the Minno Laugh & Grow Bible for Kids.
- With parent resources, blogs, life guides, and so much more, Minno's practical support helps cultivate faith, invite conversation, and foster spiritual growth.
- Minno is breaking records on YouTube to become the fastest growing Christian kids channel, with 1000% year-over-year growth.



## Our Mission

Minno uses the power of media to invite kids into God's Story and help them experience Jesus every day, in every way—on and off screens.

## Our Work

Minno is the premier provider of Christian kids content around the globe. We connect families through media to create shared faith experiences, supporting parents and grownups as they pave the way for enduring spiritual growth in the kids they love.

## Kids First

At Minno, we put kids first! We know how they think, how they play, how they learn, and what matters to them at every age and stage.

At every touchpoint, we demonstrate our expertise with kids. Because we understand our audience, we can create content that is genuinely exciting, inspiring, engaging, and age-appropriate—content that kids care about. Minno partners with experts in media, child development, education, and theology to make sure we get it right!

Every single show on Minno goes through a rigorous 50+ point checkpoint system to ensure that it meets our high standards. Christian kids deserve excellence, and Minno delivers!



## Leading the Way

Only Minno creates best-in-class Christian kids content through fun original shows that nurture faith formation! Minno's signature originals immerse kids in stories they love with characters they can relate to. Produced in partnership with top industry talent, our original shows incorporate Minno's Education and Faith Formation Guidelines which are grounded in current research and industry best practices.





## EXPLORE OUR SHOWS



[Link to all Minno Shows](#)

## Faith First, Worry-Free

At Minno, grownups can hit play and feel okay! Minno is a safe, faith-first destination where parents and caregivers can exhale, trusting that kids are spending time with content that supports Christian values. Minno grownups value their Christian faith, and know that we share that value. They want their kids to be safe, happy, healthy, and to grow and experience all God has for them. Minno is here to help!

Minno actively supports parents and caregivers in numerous ways and at various touchpoints. Minno helps . . .

- create rhythms, routines, and faith practices at home, school, church, or on the go.
- spark conversations around faith that deepen spiritual connections with kids.
- provide talking points on tricky topics.
- caregivers share their Christian faith.
- grownups exhale, confident that their kids are growing spiritually.
- parents catch a break, knowing their kids are safe watching trusted, high-quality content with values that align with their own.



I love the shows. No worries about unwanted content. **My kids love it. I love it. Thank you!**

**My kids laugh their heads off at some shows, learn a lot from others, and grow in their faith too!**

I love that my children can watch shows that are not only appropriate for kids, but **grow their relationship with God** at the same time. They truly enjoy everything that they watch on Minno.



Comments from families watching **Minno Originals**



# Why Christian Media for Kids Matters

Most Christians commit to Jesus before age 14 – a stage when one of the biggest influences in many kids' lives is the 2-3 hours daily they are spending on screens. Yet most media for kids doesn't mention Jesus or represent Christian faith at all. And most content for Christians doesn't focus on kids. Minno changes that!

With shows for preschool, elementary, and tween kids, as well as content to enjoy as a family, Minno brings the right influence at the right time in a child's life to make a life-long difference for Jesus!

## Our Promise

At Minno, we put kids first AND faith first! Rooted in biblical truth, Minno uniquely offers:

1. Experiential excellence with top-tier competitive quality that raises the bar for Christian kids content.
2. Safe, curated, kid-friendly, content that is entertaining, engaging, age-appropriate, and biblically aligned.
3. Practical support to cultivate faith, invite conversation, and foster spiritual growth.
4. A destination that values the global church and its diversity and honors people as image bearers of God.

## Our Values

- God is here, there, and everywhere
  - *There is no separation between life and faith. God can meet anyone at any age—anywhere, anytime.*
- Kids deserve excellence
  - *Christian kids deserve content that speaks their language, meets their needs, sparks imagination, inspires curiosity, and is executed with excellence.*
- Stories matter: God's Story (the Bible) matters. Your story matters
  - *God is shaping a child's story, even now. No matter how young, kids have a place in God's Story.*
- Media can play an important role in child and family faith formation
  - *Screen time can be time well spent when it sparks conversations and inspires connections.*
- God's church is big
  - *All Christian kids, globally, deserve to see themselves represented and welcomed.*



# What Does “MINNO” Mean?

Minno comes from the Greek word “meno” meaning “to abide.” In the Gospel of John, Jesus says, “Abide in me, and I will abide in you” (John 15:4). Another way to say it is: Live with me, and I’ll make my home in you. Inspired by this invitation, Minno aims to help kids and families experience the goodness of God through amazing stories, shows, books, and resources.

## ABOUT MINNO

Minno is where God’s goodness and love come to life for kids. We use the power of media to invite kids into God’s Story and help them experience Jesus everyday, in every way—on and off screens. Minno Kids streaming service is available as an app on all platforms and includes thousands of hours of engaging content. Minno Originals creates shows produced in partnership with top industry talent to bring best-in-class Christian content to the global market. Minno’s publishing program continues to expand, anchored by the award-winning, best-selling children’s Bible, the Minno Laugh and Grow Bible for Kids. The Minno Laugh and Grow Bible is now a fully-animated series! With the fastest growing YouTube Channel for Christian Kids growing 1000% YOY, along with parent resources, blogs, life guides, and much more on the way, Minno is the leading voice around the globe for using media to spark kids’ imaginations and curiosity around God and the Bible. To find out more, go to [www.gominno.com](http://www.gominno.com).

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