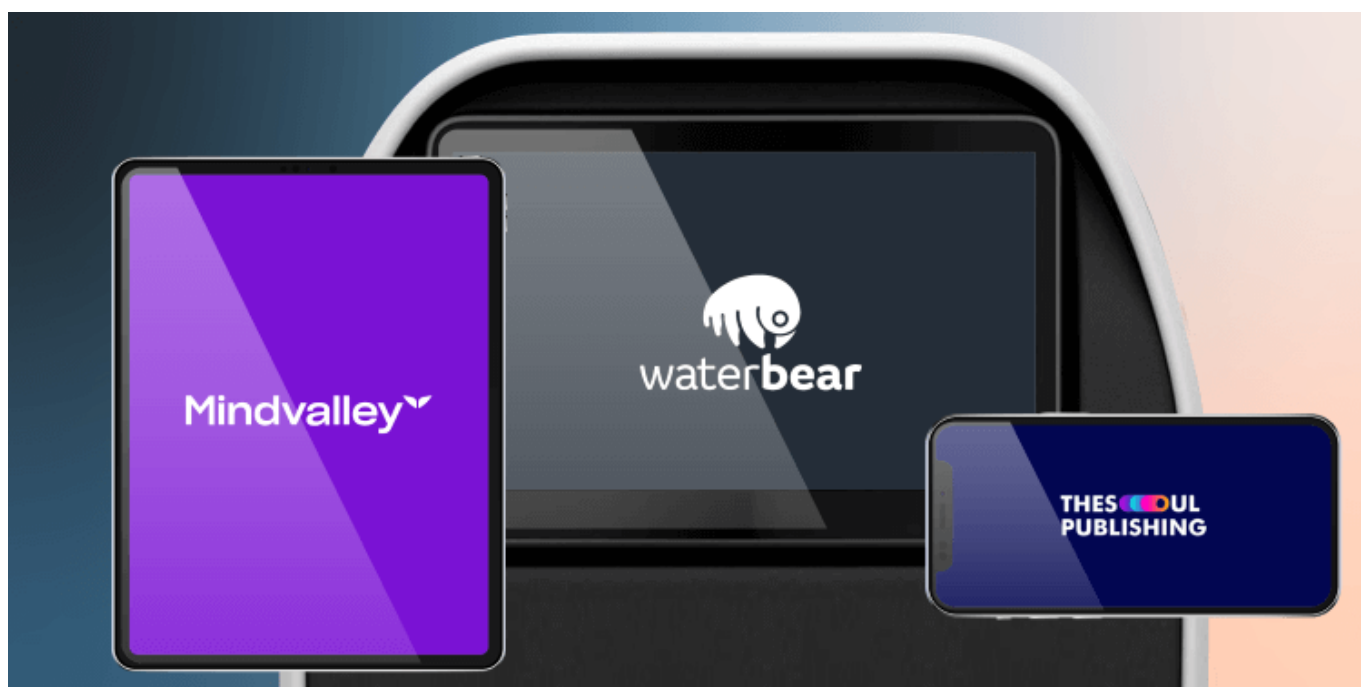


Anuvu partners with Mindvalley, TheSoul Publishing and WaterBear



Anuvu's new partnerships will bring short-form media content to travelers beginning in May 2023

[Anuvu](#) today announced it has entered into partnerships with three companies — Mindvalley, TheSoul Publishing, and WaterBear — to offer aviation and maritime customers new educational, wellness and sustainability content.

"We are proud to partner with Mindvalley, TheSoul Publishing and WaterBear to bring creative content focused on mindfulness and sustainability to our clients and their guests," said Simon Cuthbert, Anuvu VP Content Licensing and Distribution, in a March 22 press release. "Regardless of where they are, travellers are seeking entertainment options beyond traditional movies and TV, and the informative, unique content that these companies provide directly aligns with our brand mission. Anuvu is excited to continue leading the industry in connecting passengers with innovative and distinctive entertainment."

[Mindvalley](#) is a personal transformation brand featuring cutting-edge programs called "quests" led by renowned experts, authors and speakers. Mindvalley reaches more than 195 countries and has a collective community of 20 million fans.

[TheSoul Publishing](#) produces original, short-form content that positively engages global audiences across major social media platforms.

[WaterBear](#) is a streaming platform showcasing content encouraging viewers to learn more and act on climate change, biodiversity and sustainability.

Anuvu aims to fulfill travelers' content demands by diversifying its entertainment library beyond traditional Hollywood-centric content. These agreements also enable Anuvu to bring this large variety of new short-form media content to non-theatrical markets beginning in May 2023.