



Finally! New LEGO® DUPLO® PEPPA PIG Sets Revealed

14 Mar, 2024

Billund – March 14, 2024: Today, the LEGO Group is thrilled to reveal the brand-new LEGO® DUPLO® PEPPA PIG sets in collaboration with leading toy and game company Hasbro. Inspired by everyone's favourite pig, toddlers can immerse themselves into the colourful world of PEPPA PIG through LEGO DUPLO sets coming this summer.

This year marks the 20th anniversary of PEPPA PIG and it's the perfect occasion for the new LEGO DUPLO PEPPA PIG sets to spark imagination and inspire fun play opportunities where toddlers can develop their fine motor skills. The new sets combine the building adventure of LEGO DUPLO play with colourful settings, iconic characters, and storytelling from the popular preschool animated series.

The four new sets offer great play experiences that inspire role-play and creativity, and like any LEGO DUPLO set, they have been thoughtfully designed with Learning through Play at the heart to provide kids with the opportunity to develop both EQ (Emotional Quotient) and IQ (Intelligence quotient) skills while playing out their stories. For instance, when roleplaying daily routines, toddlers learn to understand feelings, strengthen imagination and creativity and well as building relations, all while having fun. PEPPA PIG encourages kids to jump in together and explore the world around them and instills a powerful confidence to treat every first step as a new adventure - from the everyday to the epic.

Children ages 2+ can now bring their favourite PEPPA PIG moments to life with the new sets:

- **PEPPA PIG Garden and Tree House** embraces Peppa's joy of outdoor play. Builders can enjoy the wonders of nature, garden games and the activities that she is so fond of, role-play planting seeds and sunflowers and watering the garden with her brother George or spending time up in the tree house.
- **PEPPA PIG Boat Trip** allows kids to hop onboard Grandpa Pig's incredible sailing boat with Peppa and imagine spending the day sailing on the sea or staying onshore to build a sandcastle, look for seashells or rest under the beach umbrella.
- **PEPPA PIG Supermarket** lets toddlers' shop for all the ingredients on the list at the supermarket, pop them in the trolley, and purchase everything needed to make Peppa's favourite cake.
- **PEPPA PIG Birthday House** invites builders to the party at Peppa's house with Peppa and her friends Suzy and Pedro. Kids can role-play unwrapping the colourful present and serve some delicious cake to guests.

"We are excited to finally reveal the LEGO DUPLO PEPPA PIG sets. They have been brought to life through an incredible team effort across both brands, where our goal was to capture the essence of the playful PEPPA PIG world and offer toddlers the opportunity to re-create and role-play their favourite scenes and moments from the TV series – and in parallel support their learning and development journey through play", says **Roberta Cardazzo, Design Manager at the LEGO Group.**

"For two decades, PEPPA PIG has taught values of confidence, friendship and individuality to preschoolers around the world. These themes are carried through every touchpoint from the brand, from entertainment to live experiences, toys and more," says **Casey Collins, President of Licensed Consumer Products at Hasbro.** *"Crafted specifically for little hands, LEGO DUPLO is the perfect expansion to the world of PEPPA PIG. With these colourful sets, preschoolers build foundational skills and explore the world around them with their best friend Peppa by their side."*

But new products aren't all that's happening, as engaging new content and play experiences will be available for children soon.

- The LEGO Group and Hasbro have teamed up with branded entertainment destination leader Merlin Entertainments to create unique play experiences with LEGO DUPLO PEPPA PIG play areas coming to select Merlin Entertainments

attractions and theme parks. The first LEGO DUPLO PEPPA PIG play park area will open in Billund, Denmark on March 23rd at LEGOLAND® Billund. This will be followed soon after by Europe's first standalone Peppa Pig Theme Park soon to open in Günzburg situated next to LEGOLAND® Deutschland.

- The LEGO DUPLO PEPPA PIG app is also globally available for pre-order today. The app provides preschoolers with a fun and safe digital play experience where they can build, play, and learn on fun adventures with Peppa.

The LEGO DUPLO PEPPA PIG sets are available via LEGO Stores, www.LEGO.com/duplo and third-party retailers from June 1st and in Americas from August 1st. See the new LEGO DUPLO PEPPA PIG products here: www.LEGO.com/duplo

Notes to Editors

For more information, contact media@lego.com

Product information

LEGO DUPLO Peppa Pig Garden and Tree House (10431)

- **Pieces:** 20
- **Ages:** 2+
- **Measurement** includes a tree house measuring over 7.5 in. (19 cm) high, 7.5 in. (19 cm) wide and 2.5 in. (6 cm) deep.
- **Skills in focus:**
 - IQ - Match and sort to make the sunflower grow.
 - EQ - Express care for nature and help the garden to grow and blossom.
- **Price:** £17.99 / €19,99/\$19.99

LEGO DUPLO Peppa Pig Boat Trip (10432)

- **Pieces:** 21
- **Ages:** 2+
- **Measurement** includes a boat toy that measures over 4.5 in. (11 cm) high, 4.5 in. (12 cm) long and 7 in. (18 cm) wide.
- **Skills in focus:**
 - IQ - Help kids develop observation and imitating skills as they act out PEPPA and Grandpa Pig sailing by the beach.
 - EQ - Offers kids an understanding of feelings. Labels emotions from the story and raises questions and bonding time.
- **Price:** £24.99/€29,99/\$29.99

LEGO DUPLO Peppa Pig Birthday House (10433)

- **Pieces:** 59
- **Ages:** 2+
- **Measures** over 10 in. (26 cm) high, 8 in. (20 cm) wide and 15 in. (6 cm) deep.
- **Skills in focus:**
 - IQ - Help kids develop observation and imitating skills as they act out the birthday story and birthday traditions.
 - EQ - Understand feelings and labels emotions from the story and raises questions.
- **Price:** £39.99/ €44,99/\$44.99

LEGO DUPLO Peppa Pig Supermarket (10434)

- **Pieces:** 63
- **Ages:** 2+
- **Measures** over 8.5 in. (21 cm) high, 22 in. (57 cm) wide and 8.5 in. (22 cm) deep.
- **Skills in focus:**
 - IQ - Help kids develop observation and imitating skills as they act out PEPPA and her family grocery shopping.
 - EQ - Understand feelings and labels emotions from the shopping story.
- **Price:** £59.99/€69,99/\$69.99

Merlin Entertainments LEGO DUPLO PEPPA PIG Theme Park Areas

The exciting collaboration will see PEPPA PIG come to life in LEGO DUPLO form for the very first time in LEGO products, as well as incredible attractions and rides in Merlin Entertainments theme parks. The first experiences will launch this year in Germany and Denmark, including the world's only LEGO DUPLO PEPPA PIG area at [LEGOLAND](http://LEGOLAND.com)® Billund and the brand-new PEPPA PIG Park in Gunzburg in Germany, situated next to LEGOLAND® Deutschland Park.

The theme park experiences will bring to life the LEGO DUPLO PEPPA PIG sets, iconic scenes, and characters from the TV show in real-life PEPPA adventures.

START OFF BIG with LEGO DUPLO PEPPA PIG!

As DUPLO bricks are larger bricks for smaller hands, we invite families to start off big, introducing kids ages 2+ to dive into the world of LEGO DUPLO with PEPPA PIG.

Our big bricks open a world of possibilities for pre-school play that's endless, diverse and fun.

Visit the page to see all the new LEGO DUPLO PEPPA PIG products: www.LEGO.com/duplo

About the LEGO Group

The LEGO Group's mission is to inspire and develop the builders of tomorrow through the power of play. The LEGO System in Play, with its foundation in LEGO bricks, allows children and fans to build and rebuild anything they can imagine.

The LEGO Group was founded in Billund, Denmark in 1932 by Ole Kirk Kristiansen, its name derived from the two Danish words Leg Godt, which mean "Play Well".

Today, the LEGO Group remains a family-owned company headquartered in Billund. Its products are now sold in more than 130 countries worldwide. For more information: www.LEGO.com

About Hasbro

Hasbro is a leading toy and game company whose mission is to entertain and connect generations of fans through the wonder of storytelling and exhilaration of play. Hasbro delivers engaging brand experiences for global audiences through toys, consumer products, gaming and entertainment, with a portfolio of iconic brands including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, Hasbro Gaming, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands.

Hasbro is guided by our Purpose to create joy and community for all people around the world, one game, one toy, one story at a time. For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, one of the World's Most Ethical Companies by Ethisphere Institute and one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50. For more information, visit www.corporate.hasbro.com.

About PEPPA PIG

Peppa Pig is a British animated television series that has been airing for 20 years, across ten seasons in over 180 territories as of 2024. The series follows Peppa Pig, a cheeky little piggy who lives with her family - younger brother George, Mummy Pig and Daddy Pig - as well as her diverse community of friends. Globally successful, the brand connects with consumers across every touchpoint, from TV to theme parks to retail. As a lifelong friend, Peppa Pig encourages kids to jump in together and explore the world around them, while giving kids the confidence to treat every first step as a new adventure, from the everyday to the epic.

About Merlin Entertainments

Merlin Entertainments is a global leader in branded entertainment destinations, operating over 140 attractions, 23 hotels and 6 holiday villages in 23 countries and across 4 continents. Merlin's purpose is to deliver memorable experiences to its millions of guests around the world, through its iconic brands and multiple attraction formats, and the commitment and passion of its employees.

See www.merlinentertainments.biz for more information.

Merlin's Partnership with HASBRO:

- Merlin's inaugural PEPPA PIG Theme Park opened in Orlando, Florida; additional PEPPA PIG Theme Park locations in Dallas, Texas and Gunzburg, Germany are set to open in 2024. PEPPA PIG Theme Parks provide a fully themed world for a days-worth of activity, including roller coasters, shows, restaurants and a whole host of immersive family fun.
- Merlin's five PEPPA PIG World of Play locations are in the U.S. (Dallas, Michigan, Chicago), China (Shanghai), and Holland (Leidschendam); PEPPA PIG World of Play locations provide a shorter-stay indoor attraction, designed for preschool children with up to 14 themed areas, a retail store and more, all themed around Peppa and her family.
- Two additional PEPPA PIG themed areas can also be found at Merlin's most popular European Parks – including Heide Park in Germany and Gardaland in Italy - featuring interactive PEPPA PIG sets and experiences.
- All of Merlin's attractions and resorts have a strong emphasis on 'fun for everyone' with many accredited as sensory or Autism friendly and with a range of accessible rides, trained staff and specially designed rides for those in wheelchairs.

Merlin's Partnership with the LEGO Group:

- For 18 years, Merlin Entertainments has been the proud operator of ten LEGOLAND® Parks and Resorts across the globe, including locations in the U.S. (Orlando, California and New York), the UK (Windsor), South Korea, Japan, Malaysia, Dubai, Germany, and the original LEGOLAND® in Denmark.
- In Orlando, Florida and soon in Gunzburg, Germany, LEGO and PEPPA PIG fans will be able to visit LEGOLAND® Resorts and PEPPA PIG Theme Parks, which are adjacent to each other. This will provide guests with a perfect entertainment cluster of educational and entertainment experiences that cater to a diverse range of ages and abilities.
- There are currently 27 LEGOLAND® Discovery Centres, as well as six next generation LEGO® Discovery Centres. LEGO® Discovery Centres offer highly interactive indoor LEGO play where families are free to play, explore, create, and laugh together. The LEGO Discovery Centres offer experiences designed to allow more family learning-through-play activities, with immersive activities and workshops for children and their families to indulge their imagination with their own LEGO creations. legodiscoverycentre.com