Let’s Jump In! Hasbro To Host PEPPA PIG Dance Party Campaign with Amazon

01 Aug, 2024

Peppa’s Dance Party live events will take place in select locations across the U.S., U.K. and Germany

Pawtucket, RI. (July 29, 2024) – Hasbro, a leading toy and game company, in collaboration with Amazon, today announced **Peppa’s Dance Party** , a global campaign to celebrate PEPPA PIG’s 20 th anniversary and the Queen of Preschool’s new hit single – the Piggle Wiggle!

Encouraging confidence and igniting playfulness, Peppa’s Dance Party will deliver engaging in-person and virtual play experiences for preschoolers and their families across the globe. For a limited time starting this August, consumers can join live events hosted at Merlin Entertainments’ attractions PEPPA PIG World of Plays in Chicago, Dallas and Michigan and PEPPA PIG Parks in Florida, U.S. and Günzburg, Germany, along with PEPPA PIG attractions at Butlin’s Resorts in the U.K. Visit local websites for dates and times.

Peppa’s Dance Party in-person events will feature a live show encouraging kids and families to get up and get dancing to Peppa’s latest single – the Piggle Wiggle – available to listen on Amazon Music, as well as party games, interactive dress up activities and exclusive products. Fans can also expect appearances from their favourite PEPPA PIG characters!

“For 20 years, PEPPA PIG has been a staple in children’s entertainment across the globe. As we honor the legacy of Peppa on this milestone anniversary, we are proud to team up with Amazon to continue fostering love for learning and play through our iconic character,” said Matt Proulx, Senior Vice President of Global Experiences, Partnerships and Music at Hasbro. “Through Hasbro’s engaging live events and Amazon’s powerful reach in delivering entertaining, educational and wildly fun branded experiences for children and families everywhere, Peppa’s Dance Party is sure to be one to remember.”

To extend the excitement to audiences worldwide and build upon PEPPA PIG content available digitally on Amazon Kids+, a brand-new Alexa Skill for Peppa’s Dance Party will launch this August to teach children how to do the Piggle Wiggle dance and more. Customers can access this exclusive content directly through the brand-new Alexa skill or by saying, “Alexa, open Peppa’s Dance Party.” A premium version of the new Peppa’s Dance Party Alexa Skill is available with the Amazon Kids+ subscription unlocking fun musical party games with Peppa.

Special products are also available, including the Amazon-exclusive Peppa’s Dance Party Playset, plus brand-new Dancing Muddy Puddles Peppa, Sing With Me Peppa, Peppa Baking range, an array of themed books and partywear for the whole family.

Additionally, fans can continue to enjoy existing PEPPA PIG content, including episodes from the show and free versions of the World of PEPPA PIG and LEGO DUPLO PEPPA PIG apps which will be added later this August, all available on Amazon Kids+.

"We're excited to partner with Hasbro to celebrate PEPPA PIG's 20th anniversary," said Monte Babington, Global Head of Content Amazon Kids+, "Kids love Peppa, and we're thrilled to bring more of her trademark sense of humor to Amazon Kids+, where they can enjoy thousands of age-appropriate videos, books, and games. We can't wait for families to join in the dance party celebration, creating special memories with Peppa and Amazon Kids+."

To find out more about Peppa’s Dance Party, along with exclusive products and tickets are available today visit the official PEPPA PIG Amazon brand

stores - U.S., U.K. and Germany.

Stay tuned on PEPPA PIG's socials - @OfficalPeppa on Instagram and PEPPA PIG on Facebook - for additional information about the Peppa's Dance Party activities and how you can participate!

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Peppa's Dance Party Live Events

- PEPPA PIG World of Play Chicago
  - Dates: Weekends of August 3-4 & August 10-11
  - Location: Peppa Pig World of Play, Indoor Play Center, Chicago
    5 Woodfield Mall, Schaumburg, IL 60173
- PEPPA PIG World of Play Dallas
  - Dates: Weekends of August 3-4 & August 10-11
  - Location: Peppa Pig World of Play, Indoor Play Center, Dallas
    3000 Grapevine Mills Parkway
    Grapevine, Texas 76051
- PEPPA PIG World of Play Michigan
  - Dates: Weekends of August 3-4 & August 10-11
  - Location: Peppa Pig World of Play, Indoor Play Center, Michigan
    4362 Baldwin Road, Auburn Hills, Michigan 48326
- PEPPA PIG Park Orlando
  - Dates: Weekends of August 17-18 & August 24-25
  - Location: Peppa Pig Theme Park, 1 Legoland Way, Winter Haven, FL 33884
- PEPPA PIG Park Günzburg
  - Dates:17th August – 30th August
  - Location: Legoland-Allee 1, 89312 Günzburg, Germany
- Butlin's Resort Bognor Regis
  - Dates:17th August – 1st September
  - Location: Upper Bognor Rd, Bognor Regis, UK, PO21 1JJ
- Butlin's Resort Minehead
  - Dates:17th August – 1st September
  - Location: Warren Rd, Minehead, UK, TA24 5SH
- Butlin's Resort Skegness
  - Dates:17th August – 1st September
  - Location: Ingoldmells, Skegness PE25 1NJ

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 play experiences for fans of all ages around the world, through toys, games, licensed consumer products, digital games and services, location-based entertainment, film, TV, and more. With a portfolio of over 1,800 iconic brands including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, Hasbro Gaming, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands, Hasbro brings fans together wherever they are, from tabletop to screen.

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 https://corporate.hasbro.com or @Hasbro on LinkedIn.

About PEPPA PIG

PEPPA PIG is a British preschool 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 Amazon Kids+
Amazon Kids+, winner of the 2023 Kidscreen Award for Best Kids-Only Streaming Service, is the only digital subscription for kids with thousands of

books, games, videos, Alexa skills, and more. Amazon Kids+ is designed for kids ages 3-12 to safely learn, grow, and explore with educational and fun content. There is always something new for kids with exclusive original content, as well as content from brands like Disney, Nickelodeon, PBS Kids, Marvel, Lego and more. Parents get peace of mind knowing all the entertainment on Amazon Kids+ is age-appropriate and ad-free, and they can further personalise their child's experience with the special tools on our Parent Dashboard. Kids and families can use Amazon Kids+ across compatible Echo, Fire tablet, Fire TV, Kindle, Android, and iOS devices. Learn more at amazon.com/ftu/home and follow @amazonkidsplusuk on Instagram and AmazonKidsUK on Facebook.

About Peppa Pig World of Play

Peppa Pig World of Play brings families into themed areas each lovingly created from the hit animation series, bringing to life the world of Peppa Pig and spark the imagination of little ones and their families. Jump, laugh, play, imagine and giggle at the indoor attractions located around the world in Chicago, Dallas, Michigan, Leidschendam, and Shanghai. Meet Peppa, jump and have fun with Muddy Puddles, explore Peppa's treehouse and so much more to explore.

Visit www.peppapigworldofplay.com for more information.

About Merlin Entertainments

Merlin Entertainments is a world leader in branded entertainment destinations, offering a diverse portfolio of resort theme parks, city-centre gateway attractions and LEGOLAND® Resorts which span across the UK, US, Western Europe, China and Asia Pacific. Dedicated to creating experiences that inspire joy and connection, Merlin welcomes more than 62 million guests annually to its growing estate, with over 140 sites across 23 countries. An expert in bringing world-famous entertainment brands to life, Merlin works with partners including the LEGO® Group, Sony Pictures Entertainment, Peppa Pig, DreamWorks and Ferrari to create destinations where guests can immerse themselves in a wide array of brand-driven worlds, rides and uplifting learning experiences.

See www.merlinentertainments.biz for more information.