PEPPA PIG's Peppa Meets the Baby Cinema Experience Splashing into Theaters

02 Apr, 2025

Fans Across the Globe Will Meet the New Family of Five on May 30th

Hasbro, a leading games, IP and toy company, today announced PEPPA PIG's *'Peppa Meets the Baby Cinema Experience,'* which will arrive in more than 2,600 cinemas across 14 countries beginning May 30, 2025. In partnership with Trafalgar Releasing, the global leader in Event Cinema distribution, tickets for this cinema-exclusive release will be available beginning April 9, 2025, at https://peppapigcinemaexperience.com/.

PIG changes are coming! Join Peppa Pig and her family at the cinema as they get ready for their biggest adventure yet: welcoming a new baby! There's no better time to embark on a full house renovation, shop for a new car and make special memories together. Celebrate the beginning of an exciting new era of PEPPA PIG at this special, big screen experience with an hour of laughter, tears and loads of heartwarming moments. With 10 oinktastic new episodes, six brand new songs and music videos, little ones can dance and sing along with Peppa and her family and friends.

Mummy Pig's joyous announcement marks the beginning of a transformational era for the PEPPA PIG brand that will continue with new content across entertainment and retail, as well as updated narratives for the next twenty years and beyond. Additional details, content, products and events showcasing the new family of five and this monumental change will roll out throughout the spring including unveilings of the baby's gender, name and more.

The *Peppa Meets the Baby Cinema Experience* will screen in English in select cinemas across the United Kingdom, United States, Canada and Australia.

For latest on PEPPA PIG, please visit YouTube, and find the brand on social media on Facebook, Instagram and TikTok.

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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. 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 helping give kids the confidence to treat every first step as a new adventure, from the everyday to the epic.

About Hasbro

Hasbro is a leading games, IP and toy company whose mission is to create joy and community through the magic of play. With over 164 years of expertise, Hasbro delivers groundbreaking play experiences and reaches over 500 million kids, families and fans around the world, through physical and digital games, video games, toys, licensed consumer products, location-based entertainment, film, TV and more.

Through its franchise-first approach, Hasbro unlocks value from both new and legacy IP, including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, MONOPOLY, HASBRO GAMES, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands. Powered by its portfolio of thousands of iconic marks and a diversified network of partners and subsidiary studios, Hasbro brings fans together wherever they are, from tabletop to screen.

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, a 2025 JUST Capital Industry Leader, one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50, and a Brand that Matters by Fast Company. For more information, visit https://corporate.hasbro.com or @Hasbro on LinkedIn.