Oink-troducing the Newest Member of the PEPPA PIG's Family Hasbro Welcomes Peppa's Adorable Baby Sister, Evie

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After more than twenty years as a family of four, the beloved brand ushers in a transformative new era with its most exciting addition yet.

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Hasbro, a leading games, IP and toy company, today unveiled Evie, Peppa Pig's baby sister and the newest member of the PEPPA PIG family. The announcement reveals the bundle of joy's name and adorable look—complete with a signature heart-shaped birthmark—giving fans around the world the first glimpse of the baby ahead of her big-screen debut and toy store takeover!

Evie will make her first on-screen appearance at the *Peppa Meets the Baby Cinema Experience,* screening in 350+ cinemas across the U.S. from May 30, 2025. Showtimes and tickets for the oinktastic, hour-long event are available now at https://peppapigcinemaexperience.com.

Available for pre-order now, bring the family of five's adventures to life at home with a collection of new PEPPA PIG toys, exclusively at Walmart today through July 31, 2025. Highlights include the Walmart-exclusive Oinks & Snuggles interactive baby Evie doll, Peppa's Family Five Pack figure set, Peppa's Big Family Car and Peppa's Big Fold Out House. Beginning August 1, 2025, all non-exclusive products featuring baby Evie will be available at most major retailers nationwide.

Evie's arrival continues a transformative chapter for the PEPPA PIG brand, which began with the viral announcement of Mummy Pig's pregnancy on *Not Gonna Lie…with Kylie Kelce* in February. With fresh storylines, new characters and heartwarming family-first moments, PEPPA PIG enters an exciting new era—one that promises to delight fans for generations to come.

For latest on PEPPA PIG, please visit YouTube, and follow 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, baby sister Evie, 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.