Dr. Becky Helps Peppa Pig Prepare for a PIG Change in New Social Media Content Series

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Beloved Parenting Expert & Clinical Psychologist Joins Forces with PEPPA PIG in a Multi-Platform Partnership Launching Hasbro's New Muddy Puddle Parenting Initiative



WHAT: Hasbro, a leading games, IP and toy company, has partnered with parenting expert and clinical psychologist Dr. Becky for a multi-platform content series that brings trusted insights directly to parents through the playful, family-first lens of PEPPA PIG.

This marks the official launch of ***Muddy Puddle Parenting***, a brand-new parenting initiative from the PEPPA PIG brand. Designed as a go-to destination for playful, practical and educational content, the initiative debuts with content featuring Dr. Becky. View the first video on YouTube **HERE**.

The integrated collaboration spans multiple platforms, including:

- A three-part video series on the *Muddy Puddle Parenting* YouTube channel, where Dr. Becky helps Mummy and Daddy Pig navigate big family changes
- A new short-form series, *Peppa Pig: Pep Talks*, featuring fun, heartfelt conversations between Peppa and notable guests about family dynamics, big feelings and everyday challenges, with full content on YouTube and clips on Instagram and TikTok
- A free, downloadable guide for parents on how to navigate "irrational" tantrums and ongoing parenting content crafted to meet families wherever they are

In the YouTube premiere series, Dr. Becky shares trusted guidance with Mummy and Daddy Pig on how to prepare older children—like Peppa and George—for the arrival of a new baby, and how to help the whole family adjust after baby Evie's arrival. The three-part video series is filled with expert-backed strategies, relatable moments and practical tips to help parents foster strong sibling bonds, build emotional resilience and encourage healthy family dynamics.

"Welcoming a new baby is a big shift—especially for older siblings, who may feel like their whole world is changing. I loved partnering with PEPPA PIG to help normalize those feelings, so parents can stay connected through it all," said Dr. Becky.

This comprehensive partnership brings a thoughtful, real-world parenting lens to the beloved animated series, offering meaningful resources for families navigating similar transitions. This content follows the excitement sparked by Mummy Pig's viral pregnancy announcement earlier this year on *Good Morning Britain* and *Not Gonna Lie…with Kylie Kelce,* culminating in baby Evie's arrival in May.

Inspired by the relatable family dynamics of PEPPA PIG, *Muddy Puddle Parenting* dives headfirst into the ups, downs and joyful mess of raising little ones—through tantrums, milestones and everything in between. Just like Peppa's world, it's filled with giggles, curiosity and a whole lot of love (and muddy boots).

With fresh storylines, new characters and heartwarming family-first moments set to air in the U.S. on linear TV starting this August, PEPPA PIG enters an exciting new era—one that connects more deeply with today's parents and continues to delight young audiences around the world.

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, 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.

About Good Inside

Good Inside is a groundbreaking parenting platform and global community founded by clinical psychologist Dr. Becky Kennedy. Based on the core belief that all parents and children are inherently good inside, the membership-based platform offers expert guidance, practical tools, and a supportive network to help parents become the sturdy leaders their kids need. With a #1 New York Times bestselling book, a chart-topping podcast, and a powerful presence on social media, *Good Inside* has become a trusted resource for millions of families around the world—empowering a generation of cycle-breakers to raise emotionally healthy, resilient kids. Visithttps://www.goodinside.com/ to learn more.