



Peppa Pig Joins Cameo Kids to Deliver Personalized Video Messages to Fans Worldwide

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Everyone's favorite cheeky little pig becomes the newest addition to Cameo Kids, bringing joy through customized videos to fans around the world

CHICAGO, September 30, 2025 – Cameo, the leading marketplace for personalized video messages, in collaboration with Hasbro, a leading games, IP and toy company, announced that Peppa Pig, the star of the iconic PEPPA PIG preschool series, is now available as the newest character on Cameo Kids, the video platform designed for families.

With her signature British charm and playful spirit, Peppa Pig joins a growing roster of children's favorites on Cameo Kids, offering fans the chance to receive one-of-a-kind video messages that celebrate special moments like birthdays or simply to make someone's day. Each personalized video is brought to life using safe, child-friendly AI voice technology, ensuring fans instantly recognize their favorite character while staying true to her lovable personality.

"At Hasbro, we're focused on meeting fans where they are through experiences that feel personal, innovative and rooted in the stories they love," said Matt Proulx, SVP, Global

Experiences, Partnerships and Music at Hasbro. "PEPPA PIG has always been about celebrating the magic in everyday moments—from jumping in muddy puddles to treating every first experience as a new adventure. With Cameo Kids, we're bringing that magic even closer to home. It's a joyful way for kids to feel seen and connected to a character they love."

Peppa Pig joins a growing list of iconic children's characters featured on Cameo Kids, including Sesame Street, Gracie's Corner, and others. The category is designed to create personalized moments that are safe, delightful, and memorable for young children and their families.

"Families across the globe have grown up with Peppa Pig, and now, thanks to Cameo's innovative technology, they can connect with this beloved character in a whole new way—through personalized video messages that feel truly magical," said Steven Galanis, CEO of Cameo. "Bringing Peppa Pig to Cameo Kids reflects our mission to use technology to turn entertainment into personal, memorable experiences for fans of all ages."

Whether it's a birthday, a big milestone, or just a cheerful surprise, a personalized video from Peppa Pig is the perfect way to make any moment extra special. Parents and caregivers can now visit [cameo.com/peppapig](https://www.cameo.com/peppapig) to order their video and create unforgettable memories with the help of everyone's favorite little piggy.

About Cameo

Cameo is the leading marketplace connecting fans and brands directly with tens of thousands of pop culture personalities in the form of personalized video messages, engaging fan experiences, and marketing. Founded in March 2017, Cameo's mission is to create the most personalized and authentic fan experiences on Earth. Cameo has fulfilled more than 8 million magical moments ranging from birthday and good luck messages to prom invitations, marriage proposals, and direct fan interactions on every continent in the world. For more information, visit <https://www.cameo.com/>. Join thousands of talent in our fameo www.cameo.com/enroll.

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 PEPPA PIG

PEPPA PIG is a British preschool animated television series that has been airing for over 20 years, across 10 seasons in over 180 territories as of 2025. 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 giving kids the confidence to treat every first step as a new adventure, from the everyday to the epic.