PEPPA PIG Introduces New Storyline as George Is Revealed to Be Moderately Deaf

05 Feb, 2026

New episodes mark a defining moment in the character's narrative evolution and reflect real-life experiences of deaf children

Download High-Res Assets

Pawtucket, RI (Feb. 4, 2026) – Hasbro, a leading games, IP and toy company, today announced a progression in the world of PEPPA PIG, as Peppa's younger brother, George, is revealed to be moderately deaf. With this development, the brand continues to champion stories that reflect real children and families, bringing thoughtful representation to preschool audiences around the world.

George's character evolution builds upon PEPPA PIG's history of representative storytelling. Characters like Mandy Mouse, who uses a wheelchair, and Penny Polar Bear, who has two mothers, have helped children see themselves and their families reflected in Peppa's world. By introducing this new storyline for George, Hasbro continues to ensure that the brand reflects the world children live in today.

"For more than 20 years, PEPPA PIG has grown alongside families around the world, and George's evolution reflects that journey," said Esra Cafer, Hasbro's SVP of Franchise Strategy and Management, Preschool & Fashion. "George has grown from Peppa's curious little brother into a character with his own voice and experiences. As he enters this next phase of his development, we continue to celebrate joy, growth and confidence, reminding every child that there's a place for them in Peppa's world."

To ensure the storyline accurately and sensitively reflects the experiences of deaf children, Hasbro worked in partnership with the National Deaf Children's Society (NDCS) and Camilla Arnold, a deaf executive producer and script consultant known for her work on *See Hear* (BBC), *Chelsea Detectives* (Acorn TV) and *Bridgerton* (Netflix). National Deaf Children's Society contributed early guidance on the portrayal of deafness, including different types of hearing loss and appropriate support, and Camilla advised the production team on language, tone and authentic family representation for preschool audiences.

In addition, Hasbro has entered into a broader partnership with the National Deaf Children's Society. The collaboration will see Hasbro supporting the charity through fundraising initiatives, while working with the charity to provide expert guidance, support, insight and resources, to help promote awareness and understanding across families and communities.

Hasbro is also working with the Hearing Loss Association of America (HLAA) to support its mission of building awareness and community for people with hearing loss in the United States. Throughout the year, Hasbro and HLAA will collaborate on family-focused initiatives that promote hearing health and representation, including participation in Walk4Hearing events nationwide from May 2026 and a co-branded online educational toolkit for children and parents on HearingLoss.org.

Through its partnerships with the National Deaf Children's Society and HLAA, Hasbro will offer resources for parents on the PEPPA PIG Muddy Puddle Parenting YouTube channel.

"Globally, an estimated 34 million children are deaf, yet we don't always see their stories told in the media. Representation matters and it's vital for deaf children to see their experiences reflected positively on screen," said George Crockford, Chief Executive at the National Deaf Children's Society. "Introducing this storyline in a series as beloved as PEPPA PIG is an important step toward creating a world where anything is possible for deaf children – a world where differences are celebrated and every deaf child feels seen, valued and included."

"Authentic representation doesn't happen by accident. True representation takes care and collaboration, and that's exactly what we achieved with Hasbro," added Camilla Arnold. "Working closely with the PEPPA PIG team, I helped guide how George's experience was brought to life on screen to ensure it felt genuine for the deaf community. The result is a story that celebrates confidence, curiosity and belonging."

Short-form digital content via *PEPPA PIG Tales* on YouTube will roll out from February 6 at 5am EST, offering a closer look at the family's experiences leading up to George's diagnosis, including a first-ever episode told from George's audio perspective. Viewers will see how a typical day in family life

can be a little trickier for George. However, he's incredibly resourceful and has a big sister who is always on hand to help.

New Season 11 episodes of *PEPPA PIG*, airing on Nickelodeon from March 23 at 10am EST, will continue George's story, beginning with his diagnosis. In an episode entitled "Hearing Test," Peppa's family learns that George has moderate hearing loss in one ear during a routine doctor's visit, and he is fitted with a hearing aid to help him experience the world of sound in a new way. Supporting George in the episode is an audiologist voiced by Jodie Ounsley, a TV personality, author and the first deaf female rugby player to represent England. Across these episodes, children will see George discover new noises, from splashing in muddy puddles to the ice-cream van's melody, and experience a touching milestone as he says Peppa's name for the very first time.

As part of the inclusivity of George's storyline, Hasbro has made PEPPA PIG content more accessible to the deaf community with the *PEPPA PIG Sign Language for Kids* YouTube channel, featuring episodes interpreted in both British Sign Language (BSL) and American Sign Language (ASL).

Beyond the screen, the first product to feature George with his hearing aid, the PEPPA PIG Joke & Sing George Figure, is available now at Amazon, helping children connect playtime with the stories they see on the show.

For more information on PEPPA PIG, please visit YouTube and follow the brand on social media on Facebook, Instagram and TikTok.

-ENDS-

About PEPPA PIG

PEPPA PIG is a British preschool animated television series that has been airing for 20 years 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 the National Deaf Children's Society

The National Deaf Children's Society is the charity for deaf children with any level of hearing loss. We believe nothing should hold deaf children back. We're here for families every step of the way, from the moment deafness is identified through to early adulthood. For information and support, visit ndcs.org.uk.

About Camilla Arnold

Camilla Arnold was the founding creative director of the UK's leading deaf-led production company, Flashing Lights Media, and a powerhouse in deaf media and broadcasting. A trailblazer in storytelling, she champions authentic representation and creates bold, original content that reshapes the industry from the inside out.

An award-winning executive producer and director, Camilla has delivered series and documentaries for BBC, Channel 4 and Netflix. She made history as BBC Studios' first deaf female series producer, running the BBC's flagship Deaf programme See Hear.

Camilla is currently Chief Executive of LumoTV and sits on the BAFTA Television Committee where she continues to push boundaries and campaign for greater deaf representation both on and off screen.

# # #

PRESS CONTACT:

Hasbro

Crystal Flynn

Crystal.Flynn@hasbro.com