



DADDY PIG TO RUN ICONIC TCS LONDON MARATHON IN SUPPORT OF THE NATIONAL DEAF CHILDREN'S SOCIETY

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From muddy puddles to marathon miles, Daddy Pig is taking on the ultimate endurance test to fundraise for the National Deaf Children's Society to help children like George

- Following the recent news that George Pig is moderately deaf Daddy Pig has announced he is running the 2026 TCS London Marathon – in both real life and in an upcoming episode of PEPPA PIG
- Daddy Pig will raise funds for hearing loss charity raising awareness for children with hearing loss like George Pig and their families
- Donate to Daddy Pig's fundraising page via <https://2026tcslondonmarathon.enthuse.com/pf/daddy-pig>
- The new *Peppa Pig* episode will air on Milkshake from 18th March



Assets can be found [HERE](#)

London, UK (3rd March 2026) – Daddy Pig is going the distance! Following last month's announcement that George Pig is moderately deaf, the nation's favourite cartoon dad is stepping up to take on the iconic TCS London Marathon on Sunday 26th April to raise funds and awareness for the National Deaf Children's Society.

In a first for the beloved Peppa Pig family, Daddy Pig won't just be running the world's most popular marathon on screen in an upcoming episode - he'll be doing it in real life too in a specially designed running costume. Turning the nation's most famous mass participation event into a powerful moment of visibility, Daddy Pig is swapping his wellies for trainers, to shine a spotlight on children who experience the world differently.

With roughly 54,000 children in the UK affected by hearing loss, Daddy Pig is aiming to raise £54,000 for deaf children and their families supported by the National Deaf Children's Society. Supporters and families are being encouraged to donate via <https://2026tcslondonmarathon.enthuse.com/pf/daddy-pig>.

Fans can track Daddy Pig's progress on the day using the TCS London Marathon App, where they will also be able to donate to his official Enthuse fundraising page. Celebrations will continue across Marathon Day with a Peppa Pig Fan Zone. The Peppa Pig Afternoon Tea Bus, in collaboration with [B-Bakery](#), will be situated on Jamaica Road, London, offering fans the opportunity to make signs for their loved ones running and enjoy the onsite DJ blasting motivational mixes, as well as Peppa Pig themed drinks and snacks.

George Crockford, CEO of the National Deaf Children's Society, said: "A huge thank you to Daddy Pig for taking on the London Marathon to support deaf children like George! We are incredibly grateful to all of our London Marathon runners, whose dedication shines through every hour of training and fundraising. Every penny they raise helps ensure we can be there for more deaf children and their families when they need us most — whether that's providing one-to-one guidance through our Helpline, campaigning for lasting change, or offering specialist local support."

Ruedilyn Cox, Director, Global Franchise Strategy & Management, Preschool at Hasbro said: "We are proud that Daddy Pig will be running the TCS London Marathon in support of the National Deaf Children's Society, raising vital funds and awareness for children with hearing loss and their families. He'll be joined by over 50 runners from the National Deaf Children's Society, including other parents of children with hearing loss. Daddy Pig has also been training with a soon-to-be-revealed celebrity coach".

Jack Harrison, dad to 17-month-old George, who is deaf, is also running for the National Deaf Children's Society alongside Daddy Pig. Jack, from Stoke-on-Trent said: "When our son George was diagnosed with sensorineural hearing loss at just three weeks old, the National Deaf Children's Society became our lifeline — from essential information to helping our whole family learn some BSL. Even the smallest donation can make a huge difference for deaf children. I'm no runner, and training alongside full-time work and three kids is pushing me to my limits — and I expect Daddy Pig feels the same! - but it's absolutely worth it to support a charity that means so much to us."

Hugh Brasher, CEO of London Marathon Events, organisers of the TCS London Marathon, said "We are thrilled that Daddy Pig has chosen to take on the 2026 TCS London Marathon this April — both on the streets of London and in a special episode of *Peppa Pig*. Hearing loss and deafness are disabilities that too often remain hidden, so we're excited to support Daddy Pig as he shines a light on something that affects so many people. Like thousands of others taking part in this year's TCS London Marathon, this will be Daddy Pig's first-ever marathon, and we'll be with him every step of the way with the training advice and support he needs to reach the Finish Line on Sunday 26 April and have an amazing experience."

Peppa Pig has long championed inclusive storytelling, with characters such as Mandy Mouse, who uses a wheelchair, and Penny Polar Bear, who has two mothers, helping children see themselves and their families reflected on screen. The TCS London Marathon storyline builds on this commitment. A recent study by Peppa Pig found that 84% of UK parents believe it's important for children to consume representative and inclusive media. Among parents of children with hearing loss, 98% said seeing deaf representation in children's TV has a positive impact, reinforcing the importance of George's journey both on screen and beyond.

Ahead of the TCS London Marathon, Daddy Pig and the whole Peppa Pig family will also make a special appearance at the TCS **Mini London Marathon** on Saturday 25th April, inspiring younger participants, families and spectators to get involved in active, inclusive fun. Held around St James's Park, the TCS Mini London Marathon is the UK's largest one-day children's sporting event and those taking part this year will be able to enjoy a number of PEPPA PIG themed activities throughout the day including warm ups, meet & greets and getting hands on with the latest toys in the fan zone area. The National Deaf Children's Society team will also be on site on the day to share information and raise awareness of childhood deafness.

A specially-designed PEPPA PIG resource pack has also been created for any school that is taking part in the TCS Mini London Marathon in schools — the virtual element of the children's event which allows children to take part in a run based at their school or education setting anytime until Friday 1 May. Schools can sign up [here](#).

The new Peppa Pig episode featuring Daddy Pig's London Marathon run will air on Milkshake from 18th April. For more information on PEPPA PIG, please visit [YouTube](#) and follow the brand on social media on [Facebook](#), [Instagram](#) and [TikTok](#).

Visit <https://www.ndcs.org.uk/georgepig> to explore useful resources for parents with children with hearing loss and head to <https://2026tcslondonmarathon.enthuse.com/pf/daddy-pig> to donate.

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About PEPPA PIG

PEPPA PIG is a British preschool animated television series that has been airing for more than 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.

About the TCS London Marathon

- The 2026 TCS Mini London Marathon will take place on Saturday 25 April and the TCS London Marathon will take place on Sunday 26 April 2026.
- The London Marathon was first held on 29 March 1981 and the millionth finisher in the history of the event crossed the line in 2016.
- Since the first London Marathon in 1981, the event has raised £1.4 billion for charity.
- The TCS Mini London Marathon is a free-to-enter event for schools across the UK, where children can run, jog, walk, or wheel one mile or 2.6K in St James's Park, London.
- London Marathon Events passes its surplus each year through corporate Gift Aid to its parent charity, the London Marathon Foundation (the operating name of The London Marathon Charitable Trust, a registered charity (283813) and a company limited by guarantee registered in England & Wales (01550741), registered office: 190 Great Dover Street, London, SE1 4YB).
- Since 1981, the London Marathon Foundation has awarded more than £120 million to more than 1,800 projects that inspire activity in London and across the UK.
- Find out more about the work of London Marathon Events and the London Marathon Foundation in the new [Group Impact Report](#).

For more information, visit tcslondonmarathon.com.