



## New PEPPA PIG Episodes Mark the Next Chapter of George's Story

17 Mar, 2026

*Linear episodes air on Nickelodeon beginning March 23*

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New season 11 episodes of PEPPA PIG premiere in the U.S. on Nickelodeon beginning March 23, 2026, at 10:00am EST, continuing the brand's newly introduced storyline in which Peppa's younger brother George is revealed to be moderately deaf.

The episodes mark a defining moment in George's character journey and build on PEPPA PIG's history of representative storytelling that reflects the real lives and experiences of children and families.

The storyline begins in the episode "Hearing Test," where Peppa's family learns that George has moderate hearing loss in one ear during a routine medical visit. George 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, TV personality, author and the first deaf female rugby player to represent England.

Across these new episodes, viewers will follow George as he discovers new sounds, from splashing in muddy puddles to the ice cream van's melody, culminating in a touching milestone as he says Peppa's name for the very first time.

To ensure the storyline accurately and sensitively reflects the experiences of deaf children, Hasbro worked in partnership with the [National Deaf Children's Society](#) 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).

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](#).

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 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 the latest of PEPPA PIG, please visit [YouTube](#) and find the brand on social media on [Facebook](#), [Instagram](#) and [TikTok](#).

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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.