



Hearing Loss Association of America (HLAA) Partners with Hasbro to Celebrate PEPPA PIG Storyline About Hearing Loss

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Together, the organizations will create educational tools and resources to support children and families across the United States

Tysons Corner, VA (March 23, 2026) – The [Hearing Loss Association of America](#) (HLAA)—the leading consumer organization representing millions of people with, and at risk of, hearing loss across the United States—has partnered with Hasbro, a leading games, IP and toy company, to raise awareness about hearing health, reduce the stigma of hearing loss and celebrate the announcement in the world of PEPPA PIG: Peppa's younger brother, George, who has moderate hearing loss.

Through the creation of new content featuring characters from the show, HLAA will educate children with hearing loss and their parents about the many ways hearing loss can be described, supported and embraced.

- Inspired by George's story, HLAA will publish a special edition of [Hearing Life magazine](#) in May 2026. This issue will be full of family-friendly stories and advice from subject matter experts, along with a special appearance by some PEPPA PIG characters.
- Since 2025, HLAA's [Hearing Loss 101 Toolkit](#) has been an accessible entry point for people looking for information about hearing loss. A new addition to this toolkit, with kid-friendly and interactive elements, will be added later this year. With a focus on helping kids articulate their feelings and needs stemming from hearing loss, this will be a valuable way for families to talk and learn with each other.
- HLAA's [Walk4Hearing](#) events have rallied communities in support of hearing health and education for more than 20 years. As we prepare to kick off the spring events, we are pleased to share that Hasbro will participate in the 2026 Walk4Hearing events across the United States.
- To top it all off, HLAA will support the creation of new informational content for parents on the PEPPA PIG Muddy Puddle Parenting YouTube channel. The videos will show how to build and be part of a support system for kids with hearing loss through inclusive play and advocating with other adults.

"We now know more than ever about hearing loss," notes HLAA Executive Director Barbara Kelley. "It has no age limits, and it doesn't discriminate. George's experience is a chance to remind people that hearing health matters at every age, while exploring it from the unique perspective of a child—and celebrating curiosity and acceptance along the way."

"George's story creates a welcoming space for families to talk about hearing loss, something millions of families in the U.S. experience, through a character they know and trust," said Tamara Grindrod, Senior Vice President, Action, Preschool & Fashion Brands at Hasbro. "George's hearing loss is part of who he is, not what defines him, and we're proud to work with HLAA to support families with greater understanding, visibility and trusted resources."

About HLAA

Since 1979, HLAA has been the leading consumer organization representing millions of people with, and at risk of, hearing loss across the United States. We advocate for access to communication and health care treatment at the national and local level, while building community through HLAA Chapters, State Organizations and Walk4Hearing events throughout the country. We believe nobody should have to face hearing loss alone and that technology, public policy and education hold the key to creating a world where everyone is fully included in every aspect of daily life.

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