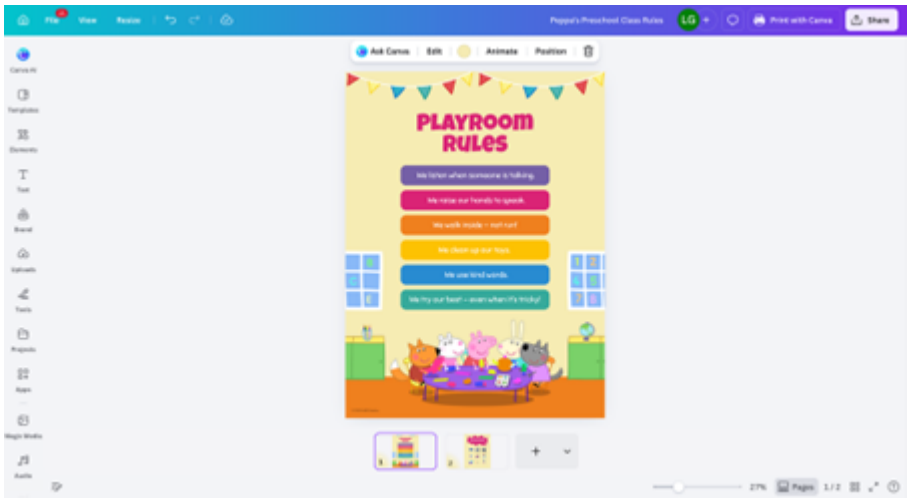
Canva Brings PEPPA PIG to Life for Families and Classrooms Around the World

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Peppa, Daddy Pig, and friends are coming to Canva!

London, UK – 20 April 2026: Canva, the all-in-one visual communication platform, today announced it will expand its content library via a new collaboration with Hasbro, a leading games, IP and toy company, bringing PEPPA PIG content onto Canva's platform for use in designs.

For over 20 years, PEPPA PIG has captured the hearts of families in over 180 countries. With more than 1.4 million searches for PEPPA PIG content on Canva in the past 12 months alone, it's clear fans are already looking for ways to bring their favourite characters into their everyday creativity. Now with Canva, they can.



"Canva's goal is to make visual storytelling feel effortless for everyone — from first-time creators to seasoned teachers. This collaboration marks an exciting evolution in our content library as we continue to build out our branded content as a way to spark imagination and delight our community. Whether you're creating something playful, sentimental or inspirational, we're so excited to see how people bring a little PEPPA PIG magic into the world through their designs,"

– Morgan Selzer, Global Head Content Partnerships, Canva

An exciting addition to world's most comprehensive library of designer-made content

With 265 million monthly active users across 190 countries, Canva is building the world's most diverse and specialised content library – making beloved brands like PEPPA PIG accessible to those, like parents and teachers, who wants to create, share and celebrate.

Starting today, over 60 PEPPA PIG branded templates are available to Canva users across 18 regions. The collection spans two sets of content built around the moments fans love most:

- Families and fans can celebrate birthdays, milestones and special occasions with custom invitations, reward charts, party printables and social posts
- Early years teachers can bring PEPPA PIG into the classroom with ready-to-use worksheets, flash cards, certificates, presentations and posters

This news follows Canva's partnership with Disney, which brought some of the world's most beloved characters to the platform for the first time and signals a clear ambition: to make Canva the destination where fandoms come to create.

“PEPPA PIG has always been about helping kids build confidence through everyday moments, from muddy puddles to big milestones, while creating opportunities for families to connect through play. Bringing PEPPA PIG to Canva is a natural extension of that. It gives parents, teachers and fans simple, creative tools to engage with the brand in ways that feel personal, whether they’re creating something for a classroom, celebrating a moment at home or just having fun together.”

– **Matt Proulx, Senior Vice President of Global Experiences, Partnerships and Music at Hasbro**



Designing with branded content has never been easier

Creating with PEPPA PIG on Canva takes minutes. Every template is fully customisable – users can swap text, adjust colours and personalise designs without any design experience. Once they're happy, designs can be shared instantly to social media or sent to print, right from within Canva.

Templates are free to use at canva.com/peppa-pig.

Imagery: here

About Canva

Launched in 2013, Canva is the world’s leading all-in-one platform for visual communication and collaboration. Built to empower everyone to design, Canva serves the creative and design needs of enterprises, small businesses, consumers, and students in more than 190 countries worldwide. Whether you’re a novice taking your first steps in design, or a creative professional seeking powerful tools, Canva ensures users have what they need to transform an idea into something beautiful. Underpinned by the world's most comprehensive library of designer-made content, Canva is powered by a suite of products and proprietary AI tools that elevate how individuals and teams create, collaborate, and communicate with ease.

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 165 years of expertise, Hasbro delivers groundbreaking play experiences and reaches more than 1 billion fans annually 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.

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