



Global Preschool Phenomenon Peppa Pig Celebrates 20th Anniversary With Peppa's Cinema Party Featuring All-New Season 10 Episodes

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PAWTUCKET, R.I.--(BUSINESS WIRE)--Nov. 30, 2023-- [Hasbro, Inc.](#) (NASDAQ: HAS), a leading toy and game company, announced today that PEPPA PIG will jump into cinemas for the character's 20th anniversary and biggest cinema celebration ever beginning February 2024.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20231130591995/en/>



(Photo: Business Wire)

The hour-long cinema release, Peppa's Cinema Party, will screen in English in cinemas in Australia, Canada, Ireland, the United Kingdom and the United States, offering 10 exclusive never-before-seen *PEPPA PIG* Season 10 episodes including a 3-part *Wedding Party Special*, of which one episode features the voices of Katy Perry as Ms. Leopard and Orlando Bloom as Mr.

Raccoon. A party bus bonus episode will also be included, as well as new interactive entertainment featuring Peppa and her friends breaking into the real world through a mixture of animation and live action featuring five brand new songs to sing along to and dances to move to. Little ones and the entire family will be able to have the ultimate cinema outing and celebrate along with their favorite onscreen characters. Plus, the fun continues outside cinemas, with parents and little ones able to stream the all-new music at home, in the car or on the go!

"As we celebrate 20 incredible years of making memories with Peppa, our team is proud to bring Peppa's Cinema Party to the big screen across the globe, enabling fans to come along and join in the party," said Esra Cafer, SVP Global Brand Management, Hasbro. "Peppa encourages kids and families around the world to jump in together with confidence, and this new cinema experience will bring those beloved characters to life in a new way."

Tickets for this cinema-exclusive release will go on sale on December 7, 2023 at PeppaPigCinemaParty.com and in certain markets via Atom and Fandango. All new music will be available on music streaming platforms on Feb 2, 2024.

About PEPPA PIG

PEPPA PIG is a British preschool animated television series that has been airing for almost 20 years, across nine seasons in over 180 territories as of 2023. The series follows PEPPA PIG, a cheeky little piggy who lives with her family - younger brother George, 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 giving kids the confidence to treat every first step as a new adventure, from the everyday to the epic.

About Hasbro

Hasbro is a leading toy and game company whose mission is to entertain and connect generations of fans through the wonder of storytelling and exhilaration of play. Hasbro delivers engaging brand experiences for global audiences through toys, consumer products, gaming and entertainment, with a portfolio of iconic brands including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, Hasbro Gaming, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands.

Hasbro is guided by our Purpose to create joy and community for all people around the world, one game, one toy, one story at a time. 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, one of the World's Most Ethical Companies by Ethisphere Institute and one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50. For more information, visit <https://corporate.hasbro.com>.

About Hasbro Entertainment

Hasbro Entertainment leverages Hasbro's leading collection of iconic brands to develop and produce premium film, television, animation, and digital content for audiences of all ages. Unifying Hasbro's robust production expertise under one umbrella, Hasbro Entertainment is focused on creating multi-platform adaptations of the company's priority brands, including such beloved worlds as DUNGEONS & DRAGONS, TRANSFORMERS, G.I. JOE, NERF, PLAY-DOH, MAGIC: THE GATHERING, PEPPA PIG, and MY LITTLE PONY. Hasbro Entertainment has over 30 active projects, with upcoming titles including TRANSFORMERS ONE, directed by Academy Award® winner Josh Cooley and starring Scarlett Johansson, Chris Hemsworth, and Jon Hamm, a live-action Dungeons & Dragons series for Paramount+, and a broad slate of ongoing animated series, including Peppa Pig, Transformers: EarthSpark, Kiya & the Kimoja Heroes, and My Little Pony: Tell Your Tale. For more information on how Hasbro Entertainment is connecting and captivating generations of fans through the wonder of storytelling, visit: www.Hasbro.com

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