**LEGOLAND® Billund Introduces the World's First LEGO® DUPLO® PEPPA PIG™ Area**

**Today, LEGOLAND® unveils the world’s first combination of LEGO® DUPLO® and PEPPA PIG™ in a new area spanning 1.500 square meters.**

On March 23rd, LEGOLAND® Billund will open its gates for a new season and invite guests to experience a new addition under license by leading toy and game company Hasbro - the LEGO® DUPLO® PEPPA PIG™ Playground. The playground spans 1.500 square meters and will be the world's first area offering the delightfully unexpected combination of LEGO DUPLO and PEPPA PIG, in connection with the two brands collaborating on a new LEGO DUPLO series set to hit stores this year.

“We are happy and proud to be the first place in the world where you can experience the combination of LEGO DUPLO and PEPPA PIG come to life. PEPPA PIG is one of the most well-known brands for little ones, and we expect it to be very well received by both our Danish and international guests,” says Christian Woller, Managing Director at LEGOLAND.

**Peppa & George’s Puppet Theater**

The main attraction in the new LEGO® DUPLO® PEPPA PIG™ Playground will be Peppa & George’s Puppet Theater, where guests can experience a live act with a puppet version of PEPPA PIG and some of the most beloved characters from the popular animated television series.

The puppet show will be a live puppet act in front of a digital background that changes during the show where our guests will meet several of the well-known characters from the PEPPA PIG universe. After the show, guests can take a picture with Peppa and George.

“We expect this to be very popular among our youngest guests,” says Christian Woller.

**Like stepping into the LEGO® boxes**

The new area in LEGOLAND® will feature several of the most well-known elements from the PEPPA PIG universe. You can take a picture at Peppa’s house, hop into Daddy Pig’s red car, experience Grandpa Pig's boat, play in Peppa's Treehouse, and, of course, jump in muddy puddles.

“Guests will have the experience of stepping directly into the LEGO® boxes in the LEGO DUPLO PEPPA PIG series. It will undoubtedly be an area where little ones can spend many hours playing and exploring the world of PEPPA PIG through LEGO DUPLO,” said Christian Woller.

“The new area officially opens in LEGOLAND on March 23, and we cannot wait to welcome you to LEGO® DUPLO® PEPPA PIG™ Playground.”

For further information, contact Senior Public Relations Manager Kasper Tangsig at +45 2030 8184 or press@LEGOLAND.dk.

**About PEPPA PIG**

PEPPA PIG is a British preschool animated television series that has been airing for 20 years, across 10 seasons in over 180 territories as of 2024. 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.

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**Facts about LEGO® DUPLO® PEPPA PIG™ Playground**

**Area size:**

1.500 m2

**PEPPA PIG™ has arrived at LEGOLAND®!**

For those who love jumping in muddy puddles: Come meet PEPPA PIG in the LEGO® DUPLO® PEPPA PIG™ Playground, the first place ever to merge the popular world of PEPPA PIG with the LEGO DUPLO universe in a play area. Meet Peppa and George on the puppet theater stage, explore Peppa’s tree house, or try a ride in Grandpa Pig's boat!

**Daddy Pig's Red Car**

Get in, honk the horn, and snap a photo for the family album.

**Peppa Pig’s Tree House**

Visit the tree house in the middle of the play area, swing to the sky, or experience the tummy-tickling slide.

**Muddy Puddles**

Jump up, jump down, jump any way you want on the bouncy muddy puddles.

**Peppa's House**

Get your picture taken in front of Peppa Pig's house.

**Peppa & George’s Puppet Theater**

Meet Peppa and George and snap a photo with them as a wonderful memory.

**Picnic**

Stop for a picnic and build anything you can imagine out of LEGO® DUPLO® bricks.

**Grandpa Pig's Boat**

Go for a ride in Grandpa Pig's boat - don't worry, you won't get wet or fall in the water!

**Seating area**

Sit, relax, and build with the big, soft LEGO® bricks before your next trip around the LEGO DUPLO® PEPPA PIG™ Playground.