**It’s finally here: The LEGO® DUPLO® PEPPA PIG™ Playground in LEGOLAND® Billund**

**A lot of excitement and** **months of expectations peaked today as LEGOLAND® Billund welcomed Peppa Pig and her family to the park, and finally opened the gates to this year’s 1.500 square meters of big news – the LEGO® DUPLO® PEPPA PIG™ Playground**

100 big balloons covered the entrance to the brand-new LEGO® DUPLO® PEPPA PIG™ Playground in LEGOLAND® Billund earlier today where children and families were gathered to be the very first to experience this year’s news in LEGOLAND Billund. After a countdown from ten, the balloons were released and the world’s first real life combination of LEGO DUPLO and PEPPA PIG was revealed under a sky filled with soap bubbles, and children running into the new area to meet Peppa, her family and other characters from the popular show.

"Opening a new area is always exciting, but being the very first in the world to welcome our guests at this unique combination between the two major toy brands LEGO DUPLO and Hasbro’s PEPPA PIG makes this opening extra special. We are very proud of the result, and we believe our guests will love it just as much as we do here at LEGOLAND Billund – it certainly seems like they already approve of it,” says Christian Woller, Managing Director at LEGOLAND.

The new LEGO DUPLO PEPPA PIG area in LEGOLAND Billund is designed around the soon- to-be available LEGO DUPLO PEPPA PIG range with well-known elements from the PEPPA PIG universe.

“When designing a new LEGO DUPLO series, we always strive to promote imagination and creativity among the youngest children; therefore, I’m thrilled to see how well our latest collaboration and soon-to-be available product with PEPPA PIG has come to life here at LEGOLAND Billund. It’s like stepping into the LEGO DUPLO PEPPA PIG boxes with one-to-one elements that the children can explore, and after their visit in LEGOLAND, they can build at home with the sets,” says Michaela Edgerley Šťovíček, Head of LEGO DUPLO.

**Puppet theater show**

Guests attending today’s opening of the new LEGO® DUPLO® PEPPA PIG™ Playground were given the unique chance to be the first ever audience to enjoy one of the main attractions of the new area – a live act puppet theater with a puppet LEGO DUPLO version of Peppa and her little brother George as leading stars.

“It’s amazing to see how well our guests, especially the youngest, received this incredible show inthe new LEGO® DUPLO® PEPPA PIG™ Playground. It is very clear that our guests know Peppa Pig very well,” says Christian Woller.

The show is taking place on a stage in front of a digital background that changes during the show. Here guests will meet several of the most beloved characters from the PEPPA PIG universe while relaxing on comfy beanbags in front of the stage, which were filled with excited children at today’s opening. The show is set to be performed 4-6 times a day during the season.

**Fun for the entire family**

The new LEGO® DUPLO® PEPPA PIG™ playground holds many of the well-known elements from the PEPPA PIG universe for the guests to explore. You can take a picture at Peppa’s house, hop into the Pig family’s red car, enjoy time on Grandpa Pig's boat, play in Peppa's Treehouse, and, of course, jump in muddy puddles. All that in a unique LEGO DUPLO setting with LEGO DUPLO bricks that invites you to play, imagine and create together.

“The LEGO DUPLO PEPPA PIG area offers a great combination of play, creativity, and entertainment for the entire family. It is without a doubt an area for our youngest guests to spend hours exploring, and I’m glad to see how well the area was received today. I am looking forward to following our guests’ reactions to the area throughout the park’s season,” says Christian Woller.

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**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](https://corporate.hasbro.com/).

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