



FOR IMMEDIATE RELEASE

July 27, 2021

## HOORAY! PEPPA PIG LIVE! PEPPA PIG'S ADVENTURE WILL VISIT SAGINAW ON OCTOBER 9, 2021



### THE NORTH AMERICAN TOUR WILL VISIT OVER 30 CITIES ACROSS THE US

July 27, 2021 – Hasbro and Round Room Live are thrilled to announce that Peppa Pig Live! **Peppa Pig's Adventure** will bring the loveable, cheeky little piggy to live audiences at The Dow Event Center on Saturday, October 9. The live, family-friendly musical experience will visit over 30 cities including Saginaw. For tickets and additional information, including date, local venues and VIP Meet & Greet packages, visit [DowEventCenter.com](http://DowEventCenter.com).

Come join Peppa Pig on an exciting camping trip in the woods with George and her school friends, including Pedro Pony, Suzy Sheep and Gerald Giraffe. With lunchboxes packed and Daddy Pig driving the bus, Peppa and friends are excited about their outdoor adventures, full of singing, dancing, games and surprises. Little piggies everywhere will love this 60-minute live musical experience!

"We can't wait to bring this dynamic and engaging show back to audiences across the country," says Stephen Shaw, tour producer and co-president of Round Room Live. "As always, we plan to continue offering the most exciting and memorable family experiences for live entertainment fans of all ages."

Airing around the world in more than 40 languages and produced by eOne, Hasbro's global entertainment studio, *Peppa Pig* is the #1 most streamed preschool show for kids of any age globally. *Peppa Pig* is streamed on top content platforms including Paramount+, Amazon Prime Video, and Roku and is considered the "crown jewel" of Nick Jr. with more than 3.2 million global followers on Facebook and 79 million subscribers on YouTube. Peppa's first musical release, *My First Album*, continues to take the world by storm following its 2019 release—and Peppa's second album is on the way, releasing this Friday, July 30.



**Peppa Pig's Adventure** tour producers and venue management teams have worked diligently on a plan to ensure the health and safety of all audience members, touring personnel, and venue staff. For detailed information regarding safety protocols in Saginaw, please consult your point of purchase or reach out to The Dow Event Center. For full U.S. government-regulated safety guidelines, please visit [cdc.gov/covid19](https://www.cdc.gov/covid19).

Fans can visit [www.peppapigliveus.com](http://www.peppapigliveus.com) now for tour dates, ticket information and follow **Peppa Pig Live** on social media for exclusive tour content. A partial list of tour dates can be found below and at [www.peppapigliveus.com](http://www.peppapigliveus.com). Additional dates and cities will be announced soon.

#### **FOLLOW PEPPA PIG LIVE:**

Website: [www.peppapigliveus.com](http://www.peppapigliveus.com)  
Facebook: [www.facebook.com/PeppaPigUSTour](https://www.facebook.com/PeppaPigUSTour)  
Twitter: <http://www.twitter.com/PeppaPigLiveUS>  
Instagram: [www.instagram.com/PeppaPigUSTour](https://www.instagram.com/PeppaPigUSTour)

#### **FOLLOW PEPPA PIG:**

Website: [www.peppapig.com](http://www.peppapig.com)  
YouTube: [www.youtube.com/c/peppapig](https://www.youtube.com/c/peppapig)  
Facebook: [www.facebook.com/OfficialPeppaPig](https://www.facebook.com/OfficialPeppaPig)  
Twitter: <https://twitter.com/peppapig>  
Instagram: [www.instagram.com/officialpeppa](https://www.instagram.com/officialpeppa)  
E-Newsletter: <https://www.peppapig.com/muddypuddlesclub>

#### **FOLLOW ROUND ROOM LIVE:**

Website: [www.roundroomlive.com](http://www.roundroomlive.com)  
Facebook: @roundroomlive  
Twitter: @roundroomlive  
Instagram: @roundroomlive

#### **About Hasbro**

Hasbro (NASDAQ: HAS) is a global play and entertainment company committed to making the world a better place for all children, fans and families. Hasbro delivers immersive brand experiences for global audiences through consumer products, including toys and games; entertainment through **eOne**, its independent studio; and gaming, led by the team at **Wizards of the Coast**, an award-winning developer of tabletop and digital games best known for fantasy franchises MAGIC: THE GATHERING and DUNGEONS & DRAGONS.

The company's unparalleled portfolio of approximately 1,500 brands includes MAGIC: THE GATHERING, NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, BABY ALIVE, DUNGEONS & DRAGONS, POWER RANGERS, PEPPA PIG and PJ MASKS, as well as premier partner brands. For the past decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the **100 Best Corporate Citizens** by 3BL Media and one of the **World's Most Ethical Companies** by Ethisphere



Institute. Important business and brand updates are routinely shared on our [Investor Relations](#) website, [Newsroom](#) and social channels (@Hasbro on Twitter, Instagram, Facebook and LinkedIn.)

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**ABOUT ROUND ROOM LIVE, AN ENTERTAINMENT ONE COMPANY:**

Round Room Live is a producer and promoter of live entertainment, that specializes in transforming both new and iconic intellectual property into engaging and thrilling live events. Round Room creates unique live experiences tailored to the distinct character of each property and produces the highest quality productions for audiences around the world.

Their current roster of touring theatrical shows includes: *Baby Shark Live!*, *Blippi The Musical*, *Peppa Pig Live*, and *PJ Masks Live! Save the Day*. Round Room's Immersive and Entertainment Experiences division is currently touring: *Jurassic World: The Exhibition*, *Mandela: The Official Exhibition* and *The Infinite: Living Among the Stars*. Following the global success of *PJ Masks Live*, Entertainment One acquired a majority position in Round Room Live in 2018. Entertainment One is now a division of Hasbro.

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