

---

# PRESS RELEASE



25 February 2021

## World's first Peppa Pig™ Theme Park to open at LEGOLAND® FLORIDA Resort in 2022

Merlin Entertainments brings partnership with Hasbro to life to create a playful place perfect  
for a first theme park experience

Merlin Entertainments ("Merlin" or "the Company"), a global leader in location-based entertainment with brands including LEGOLAND®, Madame Tussauds and SEA LIFE Centres, is pleased to have partnered with Hasbro to launch the World's first stand-alone Peppa Pig™ Theme Park, only at LEGOLAND® Florida Resort.

Opening in 2022, families will squeal with delight as they jump into the playful world of Peppa Pig for an unforgettable day of adventure! Peppa Pig Theme Park has been designed to be the ultimate day for little ones, and the all-new standalone park will feature multiple rides, interactive attractions, themed playscapes and water play areas - complete with "muddy puddles" of course - and fun live shows daily, all based on instantly recognizable locations from the globally popular brand. Families will meet Peppa and her friends as they snort, giggle and play to build their family's first theme park memories together.

Ride and attraction details for the new Central Florida theme park will be announced this summer. When Peppa Pig Theme Park opens in 2022 in Winter Haven, Fla, it will be a separately ticketed theme park. Annual Passes to Peppa Pig Theme Park will be available as standalone memberships or inclusive passes that will also grant admission to LEGOLAND Theme Park, LEGOLAND Water Park and other regional Merlin Entertainments attractions.

Merlin has an exclusive multi-territory licencing agreement with Hasbro, owner of the *Peppa Pig* brand, to build and operate the Peppa Pig attractions, targeted at the pre-school market, as part of its broader strategy to engage in IP partnerships with some of the world's most popular brands.

**Commenting on the exciting announcement, Merlin's Group Chief Development Officer Mark Fisher, explained:**  
*"As one of the world leaders in location-based entertainment we are delighted to be creating this first-ever theme park dedicated to the wonderful world of Peppa Pig. We have already had great success with our immersive Peppa Pig World of Play attractions both here in the US and in Asia. Working with our partners at Hasbro, we are excited to be taking the next step in creating this fully immersive theme park, which will bring to life even more of the sights, sounds and experiences that family audiences know and love so much from Peppa's world. It's guaranteed to be a truly memorable day out for families and something to really look forward to visiting."*

**Sharing the excitement, Matt Proulx, Vice President of Location Based Entertainment, Hasbro, commented:**

*"We're thrilled to expand our relationship with the team at Merlin to open the world's first Peppa Pig Theme Park in Florida. With a keen understanding of the Peppa Pig brand, we're excited to see how Merlin brings the snorts and*

*muddy puddles to life for our youngest fans. We can't wait for fans from all over to come to Florida to enjoy their favorite piggies."*

Peppa Pig is one of the world's leading pre-school brand properties with over 1,000 licensees across 60 countries. The popular television programme is broadcast in 180 territories in 40 different languages. The US is a key market for the Peppa Pig brand.

Fans and parents of future "little piggies" can be among the first to hear the big news by signing up for the Peppa Pig Theme Park emails on [PeppaPigThemePark.com/Florida](http://PeppaPigThemePark.com/Florida).

## **Ends**

For media enquiries:

**Brunswick:**

**Elena Georgantzi / Isabelle Saber at Brunswick**

+44 (0)20 7404 5959

**Chloe Couchman**  
**Corporate Communications Director**

+44 (0)7885 827836

[chloe.couchman@merlinentertainments.biz](mailto:chloe.couchman@merlinentertainments.biz)

## **Notes to Editors:**

The new Peppa Pig Theme Park follows successful launches by Merlin Entertainments of four Peppa Pig World of Play indoor attractions in China and North America as well as two Peppa Lands in Gardaland in Italy and Heide Park in Germany, under a multi-territory licensing agreement with Hasbro.

Merlin Entertainments operates 31 attractions in North America, including LEGOLAND California Resort, LEGOLAND Florida Resort and Midway attractions SEA LIFE Aquariums, Madame Tussauds and Peppa Pig World of Play.

---

### About Merlin Entertainments

Merlin Entertainments is a global leader in location-based, family entertainment. As Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin operates 129 attractions, 21 hotels and 6 holiday villages in 24 countries and across 4 continents. Merlin's purpose is to deliver memorable experiences to its millions of guests around the world, through its iconic brands and multiple attraction formats, and the commitment and passion of its employees.

See [www.merlinentertainments.biz](http://www.merlinentertainments.biz) for more information and follow on Twitter @MerlinEntsNews.

---

### About Hasbro

Hasbro (NASDAQ: HAS) is a global play and entertainment company committed to Creating the World's Best Play and Entertainment Experiences. From toys, games and consumer products to television, movies, digital gaming, live action, music, and virtual reality experiences, Hasbro connects to global audiences by bringing to life great innovations, stories and brands across established and inventive platforms. Hasbro's iconic brands include NERF, MAGIC: THE GATHERING, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, BABY ALIVE, POWER RANGERS, PEPPA PIG and PJ MASKS, as well as premier partner brands. Through its global entertainment studio, eOne, Hasbro is building its brands globally through great storytelling and content on all screens. Hasbro is committed to making the world a better place for all children and all families through corporate social responsibility and philanthropy. Hasbro ranked among the 2020 100 Best Corporate Citizens by 3BL Media, has been named one of the World's Most Ethical Companies® by Ethisphere Institute for the past ten years, and one of America's Most JUST Companies by Forbes and JUST Capital for the past four years. We routinely share important business and brand updates on our Investor Relations website, Newsroom and social channels (@Hasbro on Twitter, Instagram, Facebook and LinkedIn.)

© 2021 Hasbro, Inc. All Rights Reserved.

---

### About LEGOLAND Parks

Merlin currently operates eight LEGOLAND parks in seven countries, including the most recent new openings in Dubai (2016) and Japan (2017), and plans to open LEGOLAND New York in 2021 and LEGOLAND Korea in 2022. The LEGOLAND Park Operating Group constitutes 38% of Merlin revenues and welcomes over 15 million guests (2018). The roll out of new LEGOLAND Parks is one of the key growth drivers of Merlin Entertainments.

Merlin also operates LEGOLAND Discovery Centres, a smaller, indoor LEGOLAND experience which brings to life 'learning through play'.

---