



*Let your kids jump in muddy puddles.
Let them get wild with finger paint and glitter!
Soon they'll be all grown up and dirty clothes and
wet shoes will be nothing but a nuisance.*

FOR IMMEDIATE RELEASE

*****SPECIAL EVENTS/MEDIA ALERT*****

APRIL SHOWERS BRING... MUDDY PUDDLES

Throughout April and Beyond, the Muddy Puddles Project Invites you to Celebrate Kids Being Kids in Honor of Those Who Can't

WHO: The Muddy Puddles Project was inspired by Ty Campbell, a little boy who loved Peppa Pig and dreamed of jumping in muddy puddles when his cancer was cured, but he never got the chance. The Muddy Puddles Project (a nonprofit organization that funds pediatric cancer research) has grown by leaps and bounds with families all across the U.S. joining the mission, including Ty's most beloved preschool celebrity, Peppa Pig, who shares his love for jumping in muddy puddles.

WHAT: In Ty's memory, Peppa Pig has teamed up with the Muddy Puddles Project to encourage participation in a series of events to support pediatric cancer research.

WHEN: April kicks off a season of muddy puddles. There are many ways to support this incredible cause.

- **April 1 – National Jump in Muddy Puddles Day (Everywhere)** Peppa hopes children everywhere will slip on their boots and jump in puddles – rain or shine – in honor of those who can't. Visit www.facebook.com/muddypuddlesproject to participate by sharing your photos of messy fun!
- **April 3 – Indoor Mess Fest (Somers Sports Arena, 245 Route 100, Somers, NY)** Who said you can't have messy fun indoors? Mad science, spin art, slime time, volcanoes and a meet-and-greet with Peppa herself are all on the agenda at the Indoor Mess Fest, April 3rd.
- **July 30 – 2016 Annual Muddy Puddles Mess Fest (Kiwi Country Day Camp, Union Valley Road, Mahopac, NY)** This outrageous annual event attracts more than 2,000 people for a day of messy fun.
- **Anytime – Host your own Welly Walk Fundraiser (Anywhere):** For those interested in taking extra steps to give cancer the boot – a Welly Walk fundraising toolkit can be [downloaded here](#).

WHY: Because there are children in hospitals — too many children — who can't enjoy such simple joys of childhood. We ask you to do this in honor of them.

ABOUT THE MUDDY PUDDLES PROJECT: At its core, [The Muddy Puddles Project](#) is a vehicle to remind parents to stop sweating the small stuff; but it is also a fundraising platform for the [Ty Louis Campbell \(TLC\) Foundation](#) in support of childhood cancer research. After Ty lost his battle with cancer, his parents teamed up with Peppa Pig (who also loves jumping in Muddy Puddles with her brother, George) and committed to finding ways to fund innovative research geared toward safer, more effective treatment of various childhood cancers. It is the perfect vehicle to engage children in philanthropy because it encourages them to have fun while doing good.

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