



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

\*\*\*\*\*WEATHER/MEDIA ALERT\*\*\*\*\*

## APRIL SHOWERS BRING... MUDDY PUDDLES

Rain or Shine, Celebrate **National Jump In Muddy Puddles Day** April 1st!

**WHO:** *The Muddy Puddles Project and Peppa Pig: Celebrating kids being kids in honor of those who can't.* The Muddy Puddles Project (a nonprofit organization that funds pediatric cancer research) was inspired by Ty Campbell, a little boy who loved Peppa Pig and dreamed of jumping in muddy puddles when his cancer was cured. The Muddy Puddles Project 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.

**WHAT:** In Ty's memory, parents and schools around the country will be encouraged to jump in muddy puddles and/or host their own Welly Walk or Mess Fest fundraisers to honor all children who are battling cancer and unable to enjoy such simple pleasures. **National Jump in Muddy Puddles Day is April 1<sup>st</sup>** and Peppa Pig hopes children everywhere will slip on their boots and jump in puddles – rain or shine – in honor of those who can't. Parents are being encouraged to share photos throughout the day on the community Facebook page. Visit [www.facebook.com/muddypuddlesproject](http://www.facebook.com/muddypuddlesproject) to participate. For those interested in taking extra steps to give cancer the boot – a Welly Walk fundraising toolkit can be [downloaded here](#), or you can [host your own mini-mess fest here](#).

**WHEN:** National Jump in Muddy Puddles Day has been declared April 1<sup>st</sup>, but we hope children will continue to participate whenever puddles await! In fact, hosting a Welly Walk is a simple way to support the cause. It's Spring, so rainy days are bound to be in the forecast! *The next time you are reporting inclement weather, won't you please encourage your viewers to participate in The Muddy Puddles Project?*

**WHERE:** EVERYWHERE!

**WHY:** Because it is a rite of passage for any child. Because childhood goes by way too fast. Because kids today are over-scheduled... parents today are over-worked... and we forget to enjoy life's simplest things. 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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