

# The Year of the Pig, starring Peppa, celebrates Chinese New Year

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A girl poses in front of Peppa Pig inside a pop-up store in Shanghai, China, in January 2019. Chinese New Year, the Year of the Pig, fell on February 5. Photo: Wang Yadong/VCG via Getty Images

Peppa Pig is a popular British cartoon character. She is a pink piglet.

Peppa is popular with Chinese children. But in May 2018, the Chinese government took down Peppa videos. They said some people were using the character to encourage bad behavior.

Many people still love Peppa. Now Peppa Pig is helping to celebrate Chinese New Year. The Year of the Pig started on February 5, 2019. On the same day, a new movie starring Peppa came out. It is called "Peppa Pig Celebrates Chinese New Year."

## **Peppa Celebrates Lunar New Year With Friends**

In the movie, Peppa celebrates the Lunar New Year, or Chinese New Year. She makes two new friends. One friend is "Jiaozi," or dumpling. The other is "Tang yuan," a sticky rice ball. Both are named after popular Chinese foods.

The cartoon follows Peppa and her family. Chinese children love it. Their parents love it, too. Li Xin is a mother in Beijing, China. She likes that the show is about family.

Peppa Pig cartoons started showing in China in 2015. Videos of Peppa are also on websites there. They have been viewed more than 1 billion times. Then in 2018, Peppa videos started to disappear. The government's newspapers had been attacking the cartoon.

## **Newspaper Did Not Like Peppa Pig**

The People's Daily is the largest newspaper in China. It is connected to the government. The newspaper said Peppa cartoons had been taken over by bad people. These people used Peppa in videos that told children to break rules, the government said.

Some people did use the cartoon in ways that were not appropriate for children. But that did not have anything to do with the real Peppa Pig show.

## **Peppa Is A Movie Star**

Entertainment One is a Canadian company. It makes the Peppa series. Now it is making a Peppa movie with Alibaba Pictures Group. Alibaba is a Chinese company.

Chinese filmmaker Zhang Dapeng made the movie. A trailer for the movie went viral. It has been watched more than 1 billion times in China.

The trailer of the movie shows a grandfather. He lives in a Chinese village. His grandson is going to visit. The grandfather wants to find a Chinese New Year gift for the boy. The grandson has asked for "Pei Qi," Mandarin Chinese for Peppa Pig.

## **The Little Pink Pig Has Her Own Toys**

Many Chinese children want Peppa toys. There are even Peppa theme parks in China. Peppa's big success, though, comes with problems. Companies are selling fake Peppa toys. Copycat Peppas can be found all over China.

There is a special team on the lookout for fake Peppas. More than half a million fake Peppa Pig items were found in the last year.