



CELEBRATING KIDS BEING KIDS IN HONOR OF THOSE WHO CAN'T.



ABOUT

the MUDDY PUDDLES PROJECT

THE MUDDY PUDDLES PROJECT is a celebration of children and childhood. It was inspired by Ty Campbell, a little boy who absolutely loved **PEPPA PIG** and dreamed of jumping in muddy puddles just like her when his cancer was cured. The project embodies the act of kids being kids in honor of those who can't.

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 FOUNDATION** in support of childhood cancer research. In 2017, The Muddy Puddles Project became the official charity partner of Peppa Pig in the US, enabling the nonprofit to meet more families, increase participation, and raise awareness for childhood cancer.

“Let your kids jump in muddy puddles. Let them get wild with finger paint and glitter. Soon they’ll be all grown up and see dirty clothes and wet shoes as nothing but a nuisance.”

—Cindy Campbell, Founder, The Muddy Puddles Project.

THE ANNUAL MUDDY PUDDLES MESS FEST

The Mess Fest is an annual fundraising event where kids can get messier than ever. Each year, more than 2,000 attend the event in Westchester, NY, to participate in food fights, pie tosses, splatter paint, glitter bombs, slopstacle courses, and of course, giant muddy puddles. At the end of the day, they get hosed off by a fire truck! The Mess Fest brings a world of messy, outdoor fun to kids of all ages.



Facebook.com/muddypuddlesproject

Instagram: @muddypuddlesproject

Twitter: @_muddy_puddles



THE MUDDY PUDDLES PROJECT IMPACT

Childhood cancer is the number one cause of death by disease among children, and unlike many adult cancers, the causes are highly unknown. One hundred percent of the fundraising conducted via **THE MUDDY PUDDLES PROJECT** benefits the **TY LOUIS CAMPBELL (TLC) FOUNDATION** for childhood cancer research. The goal of the TLC Foundation is to fund projects that hold the promise of transforming the standard of care for the most aggressive cancers that are unique to children. The beauty of the Muddy Puddles Project is that it has taken this very serious cause and turned it into an opportunity to enjoy more family time and appreciate the simple joys of childhood by creating fun experiences, while helping advance cures for children.

\$2.2 Million

PLEDGED IN SUPPORT OF INNOVATIVE
CANCER RESEARCH SPECIFIC TO AGGRESSIVE
PEDIATRIC CANCERS

18

DIVERSIFIED RESEARCH INITIATIVES UNDERWAY THAT
FOCUS ON PRECISION MEDICINE AND IMMUNOTHERAPY
VIA PRE-CLINICAL AND PHASE 1 CLINICAL RESEARCH

200+

VOLUNTEERS HELPED OUT AT FUNDRAISING EVENTS, OR
DONATE TIME IN THE OFFICE EACH YEAR

THOUSANDS

OF KIDS ARE HAVING MORE
FUN EVERY DAY IN HONOR OF
THOSE WHO CAN'T

