



*****MEDIA ALERT***CALENDAR LISTING*****

**MUDDY PUDDLES PROJECT RETURNS WITH PEPPA PIG ON AUGUST 2ND
TO HOST TWELFTH ANNUAL “MESS FEST”**

An Exciting Fundraising Event for Childhood Cancer in Honor of Ty Louis Campbell

Join us for a celebration of childhood as the Muddy Puddles Project, the official charity of Peppa Pig, welcomes families to enjoy a unique day of pure childhood fun.

The Muddy Puddles “Mess Fest” honors Ty Louis Campbell, a young boy from Pawling, NY who lost his battle with brain cancer at the age of five in 2012. In remembrance of Ty, Mess Fest is a day devoted to setting free the inner child and reminding everyone -- of all ages -- to laugh, play, and most importantly get messy!

This year marks the 12th anniversary of Mess Fest. It marks more than a decade of celebrating Ty and honoring his wish to jump in muddy puddles. This anniversary is a reminder of how important this cause is and how much we’ve accomplished since the first Mess Fest. We’ve been preparing to make this year’s event the best one yet!

WHAT: The Muddy Puddles “Mess Fest.” A fun, family-oriented celebration of kids being kids in honor of those who can’t.

WHO: Anyone! Up to 1,500 attendees can attend this outdoor event. In the first eleven years, we have had more than 16,000 in attendance and raised almost \$800,000 for childhood cancer research at the Mess Fest alone (2013-2024 combined).

WHEN: Saturday, August 2, 11:00AM- 3:00PM

WHERE: Kiwi Country Day Camp, 825 Union Valley Road, Mahopac, NY 10512

The event will include a visit with Peppa Pig (a very popular animated preschool program in the US, who absolutely loves jumping in muddy puddles), along with zip lines, splatter paint, pie tosses, slip 'n' slides, food fights, muddy puddle jumping, a "slopstacle course" and so much more. The Muddy Puddles "Mess Fest" is a family-fun event, but more importantly, it is a fundraising platform for childhood cancer research through the [Ty Louis Campbell Foundation](#).

Throughout Ty's cancer treatment, he yearned for the day when he would be well enough to jump in muddy puddles again, a simple pleasure that his disease took away from him. In Ty's honor, we ask participants to let their children come and enjoy the simple pleasures of being a kid as a tribute to those who are unable to do so. For more information visit [muddypuddlesproject.org](#).

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 \(TLC\) Foundation](#) in support of childhood cancer research. In 2017, The Muddy Puddles Project became [the official charity partner of Peppa Pig](#), enabling the nonprofit to meet more families, far and wide, and raise awareness for childhood cancer.

ABOUT THE TY LOUIS CAMPBELL FOUNDATION

Founded in September 2012, the Ty Louis Campbell Foundation is a nonprofit organization (EIN: 45-1858390) that funds innovative research and clinical trials specifically geared toward the treatment of the most aggressive childhood cancers. Our mission is to help fund the intelligence and technology that will improve long-term survival rates and minimize side-effects for children diagnosed with cancer while helping to care for families when their child is in treatment by providing financial assistance and uplifting experiences. For more information about the foundation, visit [www.theTLCfoundation.org](#).

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