



"Shark Tank" Star Daymond John Joins Hasbro and Indiegogo in Crowdfunding Challenge to Uncover the Next Great Family Game

September 8, 2016

Game Designers Compete for US \$25,000 Prize, and Opportunity to Make Their Game a Reality with Hasbro

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](#) (NASDAQ: HAS) and crowdfunding website Indiegogo are welcoming entrepreneur Daymond John, creator of FUBU and co-star of ABC's Emmy Award winning series, "Shark Tank," to guest judge the Fall 2016 Gaming Challenge, now open to game designers in the U.S., U.K., Canada (excluding Quebec), France and Germany. Following its successful debut in 2015 and a follow-up Challenge earlier this spring, the Fall 2016 Gaming Challenge offers independent game designers a prominent platform to promote their ideas and allows Hasbro to celebrate the growing gaming community and discover and develop new games.

From now thru October 23, game designers can submit their ideas for a new face-to-face, family friendly game at [NextGreatGameChallenge.com](#). A team of Hasbro game experts and designers will evaluate each submission based on its gameplay, theme and viability and select five finalists to launch campaigns for their concept on Indiegogo. Finalists will also receive US \$2,000 as well as mentorship from Hasbro and Indiegogo as they raise awareness, funding, and support for their game.

In February of 2017, Daymond John will join a panel of judges consisting of Hasbro Brand, Design, and Development team members and score each of the five finalists based on the Challenge criteria including game play, viability, and theme. The grand prize winner will receive US \$25,000, a trip to Hasbro headquarters in Rhode Island, and the opportunity to work with Hasbro to make his or her game a reality. The winner may also have the chance for a special meet-and-greet with Daymond John.

"It's an honor to be a part of a program like Hasbro's 2016 Fall Gaming Challenge that celebrates core entrepreneurial values like creativity, talent, and drive," said Daymond John. "As both a leader in business and diehard gamer, it's exciting to get in on the action of providing players with the next big thing in gaming and helping someone's dreams come true. I enjoy playing games with my own family, and am looking forward to being a part of this challenge to bring families together with new and exciting games."

Hasbro's first Gaming Challenge launched in 2015 and received more than 500 submissions from around the country. Proving that great games can come from anywhere, Hasbro is thrilled to bring both the 2015 grand prize winner, [The Mr Toast Game](#) created by Dan Goodsell of Los Angeles, C.A., and finalist Hex Casters game to fans this year. The Mr Toast Game is now available at Target in the U.S. and Hex Casters is [now available on Amazon](#). Following the success of the first Next Great Game Challenge, Hasbro launched its second Challenge to fans worldwide earlier this spring. Five finalists will debut their crowdfunding campaigns live at the Internationale Spieltage game fair in Essen, Germany on October 13 and the grand prize winner will be announced in November.

"Hasbro's Gaming Challenges have been a proven vehicle for transforming the gaming community's ideas into realities and providing our fans new and exciting ways to play," said Brian Chapman, head of design and development at Hasbro. "We're thrilled to welcome celebrated entrepreneur Daymond John to our judges' table. His expertise in identifying products and people with potential for great success will be invaluable in our third challenge."

The Fall 2016 Gaming Challenge with Indiegogo is led by the Hasbro Gaming Lab, a team at Hasbro dedicated to connecting with the growing gaming community to discover and develop great new games. For more details and to see the Terms and Conditions, visit [www.nextgreatgamechallenge.com](#).

About Hasbro

[Hasbro](#) (NASDAQ: HAS) is a global company committed to *Creating the World's Best Play Experiences* by leveraging its beloved brands, including LITTLEST PET SHOP, MAGIC: THE GATHERING, MONOPOLY, MY LITTLE PONY, NERF, PLAY-DOH and TRANSFORMERS, and premier partner brands. From toys and games, television programming, motion pictures, digital gaming and consumer product licensing, Hasbro fulfills the fundamental need for play and connection with children and families around the world. The Company's Hasbro Studios and its film label, Allspark Pictures, create entertainment brand-driven storytelling across mediums, including television, film, digital and more. Through the company's commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world and to positively impact the lives of millions of children and families. Learn more at [www.hasbro.com](#), and follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)) and Instagram ([@Hasbro](#)).

© 2016 Hasbro, Inc. All Rights Reserved.

HASGP

ABOUT INDIEGOGO

Indiegogo is the place for entrepreneurial projects to move quickly from concept to market, amplified by a community of backers who believe the world benefits when every idea gets an equal shot at success. Indiegogo empowers people around the world to fund what matters to them. As the world's

first crowdfunding platform, campaigns have launched from almost every country around the world with millions of dollars being distributed every week due to contributions made by the Indiegogo community. At its core, Indiegogo is the equal opportunity platform dedicated to democratizing the way people raise funds for any project -creative, entrepreneurial or cause-related. The company was launched in 2008 and is headquartered in San Francisco, with offices in Los Angeles and New York. For more information, visit Indiegogo.com and follow us at [Twitter.com/indiegogo](https://twitter.com/indiegogo) and [Facebook.com/indiegogo](https://facebook.com/indiegogo).

View source version on [businesswire.com](http://www.businesswire.com/news/home/20160908005889/en/): <http://www.businesswire.com/news/home/20160908005889/en/>

Litzky Public Relations
Lauren Bottazzi, 201-222-9118, ext. 21
L.Bottazzi@litzkypr.com

or
Hasbro Global Communications
Jen DeAngelis, 401-727-6388
Jen.DeAngelis@hasbro.com

or
Indiegogo
Goldin Solutions
John Eddy, 212-319-3451 x648
John@goldin.com

Source: Hasbro, Inc.

News Provided by Acquire Media