



Hasbro Ranks No. 1 in Consumer Discretionary Industry on Civic 50 List of Most Community-Minded Companies

June 28, 2016

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Today, [Hasbro Inc.](#) (NASDAQ: HAS) was recognized by [the Civic 50](#) as the most community-minded company in the Consumer Discretionary industry. The Civic 50 is an initiative of Points of Light that sets the standard for corporate civic engagement and creates a roadmap for companies seeking to best use their time, talent, and resources to improve the quality of life in the communities where they do business. Hasbro has been recognized by the Civic 50 each year since the initiative began in 2012.

"Community is one of our core values and is at the heart of our purpose to make the world a better place for children and their families," said Brian Goldner, President and CEO, Hasbro, Inc. "All of us at Hasbro are honored to be recognized once again as one of the most community-minded companies in America by the Civic 50."

Hasbro's philanthropic programs focus on empowering childhood by leveraging its company assets to make the greatest possible impact for the children they support. In 2015, the company contributed \$14 million in total philanthropic support to help more than 3 million children worldwide, including the donation of more than 700,000 toys and games. Hasbro also maintains 89 percent employee participation in the company-sponsored Team Hasbro program where employees volunteer their time and talent within their communities. According to [CECP: The CEO Force for Good](#), the average participation for corporate volunteer programs in 2015 was 31 percent. Hasbro gives employees the benefit of four hours of paid time off each month to volunteer with organizations benefitting children.

"Our impact in the community is possible thanks to the heroes among us, from our passionate, hard-working employees who give generously of their time and talent, to the consumers who purchase our Hasbro brands, to the many wonderful organizations we support who make a difference for the children they serve," said Karen Davis, Senior Vice President of Global Philanthropy & Social Impact, Hasbro, Inc. "We are all in this together, doing our best for children who need us most."

To show its gratitude for helping to make the world a better place for millions of children and their families each year, Hasbro produced this short video: <https://youtu.be/gH7xbJvEq2g>.

The Civic 50 survey was developed in partnership with a high-profile working group of researchers and industry thought leaders. This year's Civic 50 applicants were evaluated and accrued points based on several criteria, including:

- the quantity and impact of financial and human resources applied to civic improvement;
- whether internal and external resources are activated to maximize community impact;
- how a company's community engagement activities support its business interests;
- how broadly community engagement is supported and institutionalized within a company's policies, systems and incentives;
- and how a company measures the social and business value of its community engagement programs.

"Since 2012, we have seen a notable shift in the results from the survey in a direction that speaks to the commitment of American companies to connect values of community service and civic engagement to the culture and operating practices of their business," said Jennifer Lawson, Executive Director of the Corporate Institute at Points of Light.

To learn more about the Civic 50, to see a full list of the winners and to access the full report, *The 2016 Civic 50: Turning Good Intentions into Sound Business Practices*, which presents the highlights, trends, benchmarking data and best practices from the 2016 Civic 50, please visit www.Civic50.org

To learn more about Hasbro's philanthropic programs worldwide, please visit www.Hasbro.com/giving.

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

[\(@Hasbro\)](#).

HASPH
HAS-CSR

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20160628005230/en/>

Hasbro, Inc.

Brandon Keough, 401-727-5651

Brandon.keough@hasbro.com

or

Leah Schwint, 201-222-9118

Lschwint@litzkypr.com

Source: Hasbro, Inc.

News Provided by Acquire Media