



Hasbro Brings the Joy of the Holiday Season to Children in Need Worldwide

December 15, 2015

Holiday Initiatives Inspire Spirit of Giving in Both Youth and Employees Across the Globe; More than a Half Million Toys & Games Donated to Children in Need

PAWTUCKET, R.I.--(BUSINESS WIRE)-- As families worldwide celebrate the holiday season, [Hasbro, Inc.](#) (NASDAQ:[HAS](#)) is helping to ensure that children in need experience the joy of the season, too. Today, the company is hosting its third annual Global Day of Joy, a day when Hasbro empowers all 5,000 of its employees to become 'elves' and engage in community service projects in 40 different countries. This global volunteer day is one of many different initiatives Hasbro has in place to help children in need experience the joy of play and also to empower kids to share that same joy with others. During this holiday season alone, Hasbro expects to donate more than a half million toys and games, valued at \$6 million, to organizations benefitting children in need around the world.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20151215006831/en/>



As part of Hasbro's Global Day of Joy on December 15, 2015, Hasbro employee Jen DeAngelis enjoys a game with Arianne Ramirez during a Pre-K Game Day at the Smith Hill Early Childhood Learning Center in Pawtucket, RI. Thousands of Hasbro, Inc. employees worldwide volunteered to brighten the holidays for children in 40 countries across the globe during the Company's third

"We believe all children deserve the opportunity to experience joy and happiness during this very special time of year," said Brian Goldner, Hasbro's Chairman, President and Chief Executive Officer. "Our portfolio of beloved brands and passionate team of employees put us in a unique position to make a meaningful difference for children and families in need. We take pride in knowing our efforts make the holidays brighter for millions of children around the world."

Hasbro also helps to inspire the spirit of giving in youth to help others. This is part of a larger philanthropic focus the company has on helping kids to develop empathy, compassion and kindness as they grow up.

"Now more than ever, the holidays are a time where a priority is placed on helping others," said Karen Davis, Senior Vice President of Global Philanthropy and Social Impact, Hasbro, Inc. "Our holiday initiatives are built with the goal of empowering others to experience the joy of giving, whether it be the thousands of Hasbro employees volunteering around the world, the parents receiving a Hasbro toy or game to give their children, or the youth worldwide who get to realize they too have the power to make a difference."

Highlights from Hasbro's season of giving include:

- For the 2015 Global Day of Joy, more than 200 volunteer projects are taking place in 40 countries including toy delivery donations, "Game Day" events where children at a charitable organization or school have the chance to "play with the pros," and "Operation Playspace" projects where local charities have their outdated play areas re-imagined and re-designed into safer, more vibrant play spaces. The program has become one of the company's largest global volunteer efforts, with 81% of its employees participating in 2014 (compared to the median engagement rate of 30% for companies according to [CECP's Giving in Numbers](#)).
- The company is also proud to be one of the largest corporate sponsors of the Marine Toys for Tots, supporting the program for 18 years with approximately \$3 million worth of toys and games donated annually.
- Hasbro has partnered with generationOn, the youth division of Points of Light, for [The Joy Maker Challenge](#), an annual campaign that encourages youth ages 5-18 to spread joy to those in need

annual Global Day of Joy. (Photo: Business Wire)

through volunteerism. For every child or teen who volunteers as part of the campaign through December 23, Hasbro will donate a toy or game to Toys for Tots, up to \$1 million worth. Children can sign up at generationon.org/joymaker to get involved.

To learn more about Hasbro's philanthropic programs worldwide, please visit www.Hasbro.com/giving or follow the company on Twitter ([@Hasbro](https://twitter.com/Hasbro)).

About Hasbro

[Hasbro](http://www.hasbro.com) (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 lifestyle 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](https://twitter.com/Hasbro) & [@HasbroNews](https://twitter.com/HasbroNews)) and Instagram ([@Hasbro](https://www.instagram.com/hasbro)).

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