



## Hasbro and Boston Children's Hospital Announce Collaboration to Evaluate Play

October 26, 2015

***#MorePlayToday will evaluate how different types of play best serve the developmental well-being of children and meet the needs of parents***

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](#) (NASDAQ: HAS) and [Boston Children's Hospital's Center on Media and Child Health](#) (CMCH) today announced a strategic collaboration to undertake a multi-phase research initiative to investigate and understand how different types of play affect the developmental outcomes of children and meet the needs of today's parents.

"The Digital Revolution has changed the way that children spend their free time," said Michael Rich, MD, MPH, Founder and Director of the Boston Children's Center on Media and Child Health (CMCH), Associate Professor of Pediatrics at Harvard Medical School and Associate Professor of Social and Behavioral Sciences at the Harvard T. H. Chan School of Public Health. "Access to interactive screen media has transformed how children learn, communicate, interact and play. *#MorePlayToday* will allow us to observe play in all of its forms, moving seamlessly between traditional and digital play, the physical and the imaginary, and to follow those children as they grow. We are happy to collaborate with a team that values positive play and look forward to bridging the gap between science and business to benefit children and families globally."

CMCH will commence with an exhaustive global review of all existing studies of play. Once the literature search is underway, *#MorePlayToday* will observe the flow of children's play in a variety of settings throughout their day. Participating parents will complete reports on their child's social development, creativity, positive and negative behaviors, language skills and physical health.

At the conclusion of this multi-year study, the team will be able to advise parents on which types of play should be encouraged in order to best serve the developmental well-being of children. The team will be able to share the characteristics of play that increase critical developmental outcomes and recommend which environments are most conducive to different types of play.

"As a Company, deeply understanding our consumers is a core guiding principle and key to the execution of our strategic brand blueprint. During the past 2 years alone, we've interacted with more than 100,000 parents, kids and caregivers across 14 countries," said John Frascotti, President Hasbro Brands, Hasbro Inc. "During these many interactions it became clear that parents are eager for information about which play experiences promote positive life skills. We look forward to working with this world-renowned team to gain significant insights on navigating play in the digital age and sharing these insights broadly to help inspire healthier, happier and more resilient kids."

This collaboration supports Hasbro's mission of *Creating the World's Best Play Experiences*; it reinforces CMCH's mission to educate and empower children and those who care for them to create and consume media in ways that optimize children's health and development; and it will provide parents with accurate information to benefit children and families around the world. Follow the progress of the *#MorePlayToday* project on Twitter [@Hasbro](#) and [@cmch\\_boston](#) using the hashtag *#MorePlayToday*, and ask your questions about media and child health at [askthemediatrician.org](#).

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### **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 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](#) & [@HasbroNews](#)) and Instagram ([@Hasbro](#)).

### **About Boston Children's Hospital**

Boston Children's Hospital is home to the world's largest research enterprise based at a pediatric medical center, where its discoveries have benefited both children and adults since 1869. More than 1,100 scientists, including seven members of the National Academy of Sciences, 11 members of the Institute of Medicine and 10 members of the Howard Hughes Medical Institute comprise Boston Children's research community. Founded as a 20-bed hospital for children, Boston Children's today is a 397-bed comprehensive center for pediatric and adolescent health care. Boston Children's is also the pediatric teaching affiliate of Harvard Medical School. For more, visit our [Vector](#) and [Thriving](#) blogs and follow us on our social media channels: [@BostonChildrens](#), [@BCH\\_Innovation](#), [Facebook](#) and [YouTube](#).

### **About the Center on Media and Child Health**

The Center on Media and Child Health (CMCH) at Boston Children's Hospital (BCH) is an academic research center whose mission is to educate and empower children and those who care for them to create and consumer media in ways that optimize children's health and development.

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Source: Hasbro, Inc.

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