



## **generationOn and Hasbro, Inc. Honor 8-Year-Old Martin Richard's Message with a Campaign that Promotes Peace and Kindness**

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PAWTUCKET, R.I., September 14, 2015 /3BL Media/ – [generationOn](#), the youth service division of [Points of Light](#), and [Hasbro, Inc.](#) (NASDAQ:HAS) have joined [The Martin Richard Foundation](#) to create the Martin Richard Bridge Builder campaign. The campaign, announced earlier today through an op-ed penned by Bill and Denise Richard on [TIME.com](#), honors Martin Richard, the 8-year-old who was tragically killed when the second of two bombs exploded near the finish line of the Boston Marathon on April 15, 2013, and calls upon kids, teens and families to spread peace through service projects and acts of kindness. A photo of Martin's handmade poster that read "No more hurting people – Peace" touched countless hearts across the nation in the days after the bombings. Martin was known as a "bridge builder" in his school and someone who believed in fairness, kindness and inclusion, and the campaign is intended to continue spreading his message of bringing people together.

"Our son Martin was able to recognize at a very young age the importance of teaching people about togetherness and inclusion, and we are hopeful that this campaign will help inspire kids and teens across the country to do the same," said Bill and Denise Richard, parents of Martin Richard and co-founders of The Martin Richard Foundation. "We are grateful to partner with generationOn and Hasbro in spreading Martin's message of peace. The Foundation seeks to help youth choose kindness, and the Martin Richard Bridge Builder campaign is the perfect way to extend the work we are doing in Martin's honor to make the world a kinder, more peaceful place."

Beginning today through Oct. 16, youth ages 5-18 can get involved and learn about volunteer project ideas by visiting [generationOn.org/peace](#) or by spreading Martin's message on social media by creating their own peace posters and sharing acts of kindness using #NoMoreHurtingPeople, the hashtag that is used to honor and remember Martin. Whether it's planting a peace garden, making a peace poster, or simply inviting someone new to sit at a school lunch table, there are many easy ways youth can come together and make a difference.

Earlier this year, 27 service project ideas were selected among hundreds of submissions and awarded a "Bridge Builder" grant from Hasbro and generationOn. These projects implemented by kids were developed into service project guides now featured on the campaign website, and two have been turned into public service announcements to amplify Martin's wish for a more peaceful world.

"It has been an honor to have worked closely with Bill and Denise Richard as well as Hasbro in bringing this campaign to life in honor of Martin," said Kathy Saulitis, generationOn's Senior Vice President of External Affairs & Strategic Partnerships. "At generationOn, we work to empower kids and teens to change the world through service. Martin's story is an incredibly inspirational one for youth, and we are happy that young people across the nation will work to spread peace and kindness in his honor."

Hasbro, which has a long and proud tradition of empowering childhood through its many philanthropic programs, is one of generationOn's founding partners. The Martin Richard Bridge Builder campaign is part of the company's ongoing effort to help kids and teens of all ages promote peace and kindness.

"By teaming up with our longtime partner, generationOn, we're able to engage youth and initiate a movement for change at a time when our nation needs it most," said Karen Davis, Senior Vice President of Global Philanthropy and Social Impact, Hasbro, Inc. "By participating in these simple acts of kindness, we want kids and teens to understand that they can have a positive effect on our world. It's what Martin believed and it's our job to help youth across the country believe it as well."

To engage youth across the country in changing their communities through kindness, generationOn has also enlisted the help of their nonprofit partners, including Team Kids, Boys and Girls Clubs of America, No Bully, Making Caring Common, SAVE, The Student Peace Alliance, Children Mending Hearts, Life Vest Inside, Catching Joy, The Happy Institute, Peace First and Boston Cares. These organizations have helped inspire and plan impactful service projects, and are utilizing their networks to encourage kids and teens to take action around the country.

To learn more about the Martin Richard Bridge Builder campaign, sign up for service projects or share how your volunteer project has made a difference, please visit [generationon.org/peace](#). You can also follow generationOn (@generationOn) and Hasbro (@Hasbro) on both Twitter and Instagram and search #NoMoreHurtingPeople to join the conversation and share your acts of kindness.

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### **About generationOn**

generationOn is the youth service division of Points of Light, igniting the power of kids and teens to make their mark on the world. generationOn inspires, equips and mobilizes hundreds of thousands of kids and teens annually to take action through service, service learning and youth leadership initiatives. It also provides tools and resources to kids, teens, families, youth practitioners and educators to help kids change the world and themselves through service. For more information, visit [www.generationon.org](#).

### **About Points of Light**

Points of Light - the largest organization in the world dedicated to volunteer service - mobilizes millions of people to take action that is changing the world. Through affiliates in 250 cities and partnerships with thousands of nonprofits and corporations, Points of Light engages more than 4 million volunteers in 30 million hours of service each year. We bring the power of people to bear where it matters most. For more information, go to [pointsoflight.org](http://pointsoflight.org).

#### **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](http://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)).

#### **About the Martin Richard Foundation**

The Martin Richard Foundation honor's Martin's message of "No more hurting people, peace" by investing in athletics, education and community. For more information, visit [www.martinrichardfoundation.org](http://www.martinrichardfoundation.org).

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