



Hasbro, Inc. Supports Local Schools with Introduction of No Bully Initiative

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Pawtucket, RI Celebrated as the First City in New England to Adopt the Program District-Wide

Groundbreaking No Bully Program Teaches Student Empathy to Stop Bullying and Cyberbullying

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](#) (NASDAQ:HAS), the Pawtucket School Department, and the City of Pawtucket, RI today announced a partnership with [No Bully®](#), a non-profit organization that trains schools how to leverage student empathy to stop bullying. With this district-wide program, made possible through the generosity of Hasbro, the city of Pawtucket takes a leadership position in the national fight against bullying. Supported by Hasbro's long tradition of empowering children and as part of the company's ongoing effort to promote peace and kindness, Pawtucket is the first district in New England to adopt the No Bully program department wide and declare itself a 'Bully Free' city.

"We are excited to take a proactive step in the national fight against bullying to help create positive environments for the children that live in our hometown of Pawtucket," said Karen Davis, Senior Vice President of Global Philanthropy and Social Impact, Hasbro, Inc. "Our purpose is to make the world a better place for children and their families, so we look forward to introducing the right tools and resources to teachers and students so they can become part of the solution in preventing bullying in our community."

The No Bully System®, a proactive step-by-step process and set of interventions to prevent and stop bullying in schools, will be implemented throughout the 2015-2016 school year in all 17 schools across the Pawtucket School Department.

"Our non-punitive No Bully system has a 90% success rate, creating bully-free campuses for over 120,000 students nationwide," said Nicholas Carlisle, founder, No Bully. "We look forward to bringing our program to the city of Pawtucket to help them move towards their goal of becoming a bully-free city."

No Bully will train all teachers across the Pawtucket school department how to recognize and interrupt student bullying through a series of interventions for responding to bullying, depending on the severity of the incident. A core team of teachers at each school site will learn to become Solution Coaches® and bring together Solution Teams® of students to become proficient in resolving incidents of bullying and harassment. Throughout the year, parents will be invited to attend workshops across the city where they can also learn how to prevent their child from being a bully or a target.

"Hasbro has been a valued partner in the Pawtucket community for many years and has always been committed to making a difference in our city," said Don Grebien, Mayor of Pawtucket, Rhode Island. "The No Bully program teaches valuable life lessons and will help us to develop the future leaders of our community. We are grateful for that partnership and support which has enabled us to implement this impactful program into our schools."

To learn more about No Bully, please visit www.nobully.org.

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 No Bully

No Bully is a San Francisco based non-profit organization that partners with schools nationally and internationally to implement a non-punitive and highly effective solution to end bullying and harassment. Research studies show that teachers and staff trained in the No Bully System® succeed in stopping student bullying in at least 90% of cases. Today, No Bully is helping schools in the US - from Hawaii to Delaware - and in Asia and Europe - stop bullying and transform into learning communities which are inclusive of everyone.

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