



## Hasbro's ToyBox Tools Features New Resources Based on Beloved Brands, including MY LITTLE PONY, TRANSFORMERS and BABY ALIVE

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### ToyBox Tools Initiative Helps Bring the Joy of Play to Children with Developmental Disabilities

PAWTUCKET, R.I.- [Hasbro, Inc.](#) (NASDAQ: HAS), announced today a refresh of its ToyBox Tools website, which was created in collaboration with The Autism Project to help make play more accessible to children with developmental disabilities. ToyBox Tools is a collection of resources for parents, teachers and caregivers to help them engage children in the joy of play.

Through the ToyBox Tools website, [www.ToyBoxTools.com](http://www.ToyBoxTools.com), visitors can browse the tools online, and then download and print them for use at home or in the classroom. Resources include:

- Playbooks with step-by-step instructions on how to play with select Hasbro toys and games
- Wait cards to teach children the skill of waiting while others are taking a turn
- Countdown timers to help support the passage of time and number of turns
- Playmats that serve as a fun and useful backdrop for play

The resources feature a variety of beloved Hasbro brands, including [MY LITTLE PONY](#), [TRANSFORMERS](#), [PLAYSKOOL](#), [BABY ALIVE](#) and [HASBRO GAMING](#).

The tools were developed in collaboration with The Autism Project, who has a long-standing philanthropic relationship with the Hasbro Children's Fund. They were designed to help children with a range of developmental challenges enjoy playtime in a way that's fun and comfortable, at their own pace. They can be used with any child who needs support.

"We're thrilled that Hasbro realized that for many children, play doesn't come naturally, and initiated this solution that's helping so many families," said Joanne Quinn, Executive Director of The Autism Project. "This program is spreading the joy of play to all children, and in doing so, helping to foster connections with peers, siblings and other generations that may otherwise have been lost."

"To fulfill our mission of creating the world's best play experiences, we need to make play accessible to all children of all abilities," said Samantha Lomow, Senior Vice President, Hasbro Brands. "I'm proud that ToyBox Tools started as a grassroots project from some of our employees who saw an opportunity to offer a solution to a problem that many families face. Their passion and creativity speak to the values we hold as an organization, and I'm delighted that we've expanded the program in collaboration with The Autism Project to offer new resources for families, and use our brands for good."

For more information about ToyBox Tools, visit [www.ToyBoxTools.com](http://www.ToyBoxTools.com).

### **About Hasbro**

[Hasbro](#) (NASDAQ: HAS) is a global play and entertainment company committed to *Creating the World's Best Play Experiences*. From toys and games to television, movies, digital gaming and consumer products,

Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, LITTLEST PET SHOP and MAGIC: THE GATHERING, as well as premier partner brands. Through Hasbro Studios and its film labels, Allspark Pictures and Allspark Animation, the Company is building its brands globally through great storytelling and content on all screens. Hasbro is committed to making the world a better place for children and their families through corporate social responsibility and philanthropy. Hasbro ranked No. 1 on the 2017 100 Best Corporate Citizens list by *CR Magazine*, and has been named one of the World's Most Ethical Companies® by *Ethisphere Institute* for the past six years. 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 Autism Project**

[The Autism Project](http://www.theautismproject.org) is a unique collaboration of parents, professionals, and community members who provide quality support, training, and programming – accessible to all – for children and youth with an autism spectrum disorder, their families, and those who serve them. The Autism Project's vision is a world where individuals with an ASD are valued, actively participating members of their communities. Find out more at [www.theautismproject.org](http://www.theautismproject.org).

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