



Hasbro and Toys for Tots Team Up to Make the Holiday Season Brighter for Millions of Families in Need

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Hasbro Will Match Every Toy or Game
Donated to Toys for Tots, up to One Million Gifts

TRIANGLE, VA (November 13, 2018) — The U.S. Marine Corps Reserve Toys for Tots Program and global play and entertainment company, Hasbro, Inc. announced their annual holiday matching campaign — a combined effort to help double the impact of community donations this holiday season. For every new, unwrapped toy or game donated to any Toys for Tots local campaign during the 2018 holiday season, Hasbro will match the donation with another toy or game, up to one million gifts.

"Holidays are an especially trying time for families in need and purchasing gifts is a luxury few can afford," said Lieutenant General H.P. Osman, USMC (Ret), President and CEO, Marine Toys for Tots Foundation. "In 2017, Hasbro's generosity helped our volunteers expand the reach of our program and bring smiles to the faces of even more children by inspiring action throughout December, a time when we're often low on donations."

Through the generosity of individuals, organizations and businesses, combined with a dedicated corps of over 35,000 volunteers working in 800 communities across the country, Toys for Tots plays an active role in inspiring others to make a difference in their communities. According to the National Center for Children in Poverty, there are 15.5 million children living at or below the poverty level. In 2017, Toys for Tots reached nearly half of the children in need through donating 18 million, toys, games and books.

A corporate partner for more than 20 years, Hasbro has helped to deliver more than 4.5 million toys and games nationwide through its annual support of Toys for Tots. Hasbro's signature philanthropic initiative, BE FEARLESS BE KIND, is inspiring youth to be kind and make a difference. For the second year in a row, the company will match up to one million gifts for every toy or game donated, inspiring kindness in individuals knowing that one donation to their local Toys for Tots unit will provide two gifts for children in need.

"At Hasbro, we're proud to continue our longtime partnership with Toys for Tots — an organization that embodies exactly what it means to be fearless and kind," said Karen Davis, Senior Vice President of Global Philanthropy and Social Impact. "We're excited to help double the impact of toy and game donations again this year, knowing the need will be great this holiday season."

BE FEARLESS BE KIND is Hasbro's signature philanthropic initiative, designed to empower kids to have the compassion and courage to stand up for others, to be inclusive and to make a difference in the world. In 2017, the company impacted more than 4 million children worldwide through its many philanthropic programs like BE FEARLESS BE KIND and partnerships with organizations like Toys for Tots.

To find a local Toys for Tots unit and learn how to donate, please visit: www.toysfortots.org/donate. Families or volunteers who have been impacted by Toys for Tots over the years are encouraged to share their stories at: www.stories.toysfortots.org.

About Marine Toys for Tots

Toys for Tots, a 71-year national charitable program run by the U.S. Marine Corps Reserve, provides happiness and hope to disadvantaged children during each Christmas holiday season. The toys, books and other gifts collected and distributed by the Marines offer these children recognition, confidence and a positive memory for a lifetime. It is such experiences that help children become responsible citizens and caring members of their community. Last year the Marine Toys for Tots Program fulfilled the holiday hopes and dreams of 7 million less fortunate children in 800 communities nationwide. Since 1947 over 251 million children have been assisted. The Marine Toys for Tots Foundation is a not for profit organization authorized by the U.S. Marine Corps and the Department of Defense to provide fundraising and other necessary support for the annual Marine Corps Reserve Toys for Tots Program. For more information, visit www.toysfortots.org.

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