



Hasbro Gives Sesame Street Fans the Opportunity to Own a Full-Sized Replica Cookie Monster with New HASLAB Project

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Hasbro's Crowdsourcing Initiative Puts the Power in Fans' Hands, Introducing a First-of-its-Kind Chance to Own a Life-Size Character Model

PAWTUCKET, R.I.--(BUSINESS WIRE)--Jul. 11, 2019-- Global play and entertainment company Hasbro, Inc. (NASDAQ: HAS), today announced an exciting new Pulse HASLAB project that gives *Sesame Street* fans the opportunity to bring home the ultimate collector's item: a full-sized, poseable replica of Cookie Monster.

In celebration of *Sesame Streets* 50th anniversary, fans will have the chance to own this realistic Cookie Monster replica by backing the item via HASLAB, Hasbro's crowdsourcing initiative designed to target fans directly by putting dream products into their hands. With enough fan support the item will go into production in 2020.

Cookie Monster has been a cherished fan favorite for decades, and fans of *Sesame Street* will revel in the joy and magic of being able to own their own version of the beloved character. The HASLAB Cookie Monster will be a poseable full-body replica armature. Significant in both size and realism, this Cookie Monster stands 38-inches tall and comes complete with premium retro packaging, two original artwork lithographs and a Certificate of Authenticity.

"The success of our first HASLAB project in 2018 exceeded expectations, and we are excited to embark on a new project targeting a diverse fan community with the iconic *Sesame Street* brand," said Tyla Bucher, vice president of global brand strategy and ecommerce marketing. "To be able to own their very own version of a character has been a wish of *Sesame Street* fans for years, and we're delighted to put the opportunity into their hands for the first time."

Beginning today, fans can head to <https://hasbropulse.com/products/cookie-monster> to back the HASLAB Cookie Monster for \$299.99. For Cookie Monster to go into production, HASLAB must meet a minimum quantity of 3,000 backers by August 25, 2019. Once the campaign is fully backed, Hasbro will deliver final products to fans in 2020.

HASLAB is Hasbro's fan driven platform that aspires to put dream products into the hands of fans. In 2018, more than 8,800 fans successfully funded the first HASLAB campaign, Jabba's Sail Barge.

Fans can get more information and receive updates on the project status by visiting <https://hasbropulse.com/products/cookie-monster> and following [@Hasbro](#) on social media.

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, BABY ALIVE and MAGIC: THE GATHERING, as well as premier partner brands. Through its entertainment 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. 13 on the 2019 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 eight years. Learn more at www.hasbro.com, and follow us on Twitter ([@Hasbro](#)) and Instagram ([@Hasbro](#)).

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