



Celebrating Earth Day at Hasbro.

22 Apr, 2024

Sustainability has always been a priority at Hasbro. Our shared purpose is about spreading joy and building communities – and that includes protecting our planet.

This Earth Day, we're celebrating our wins and feeling optimistic about the future.

Here's a peek at what we're doing today, and every day, to boost our commitment to sustainability:

Supporting reforestation efforts with a tree planted for each employee.

We're teaming up again with One Tree Planted to plant a tree to represent each of our employees. To date, Hasbro has sponsored the planting of 124,500 trees across the United States (Oregon, Washington), Ireland, Brazil, and India. Now, we'll plant an additional 8,000 trees to support reforestation efforts in Oregon, United States and Ontario, Canada.

Leading the charge on toy recycling.

Through our longstanding partnership with TerraCycle, we sponsor toy recycling programs in five key markets: the United States, Canada, the United Kingdom, France, and Germany. Hasbro was the first toy company to launch such a program, and since its inception in 2018, we've recycled more than 66,000 lbs of toys globally. Last year, more than 23,000 lbs of toys were recycled – more than doubling the prior year's totals.

Delivering sustainable products and packaging.

We remain dedicated to sustainable practices while thoughtfully driving progress through our products. A great example: our new board game, *Life in Reterra*, is FSC-Certified, responsibly sourced, and is anchored in concepts of community-building and protecting our planet.

Advancing our Climate Action Plan.

In 2022, we introduced a two-part climate strategy to reduce our carbon footprint and build climate resilience. In 2024, we'll expand our efforts by developing new targets and goals around packaging materials, waste disposal and water consumption. Stay tuned for updates later this year.

Every step helps when it comes to protecting our planet. Together, we can build a brighter, more sustainable future for generations to come.