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## **Hasbro Launches New Initiative to Spread the Joy of Play to Children with Developmental Disabilities**

**Hasbro and The Autism Project Team Up To Introduce ToyBox Tools, a Free Online Resource Where Caregivers and Educators Can Find Tools to Make Play Easier and More Accessible for Children**

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Global branded play leader, [Hasbro, Inc.](#) (NASDAQ:[HAS](#)) today announced the launch of ToyBox Tools, an initiative that aims to bring the joy of play to children with developmental disabilities. Through expertise provided by The Autism Project, who has a long-standing philanthropic relationship with the Hasbro Children's Fund, ToyBox Tools provides a series of instructional videos, printed instructions, play-mats and more for several classic Hasbro brands. These supportive tools will serve as a free, online resource for parents, caretakers and educators to make play easier and more accessible for children who need support.

"With ToyBox Tools, we're now able to provide families and educators for the first time ever with resources that are designed to help children find success and independence through play," said Karen Davis, Senior Vice President, Global Philanthropy and Social Impact, Hasbro, Inc. "By collaborating with The Autism Project, we received expertise and guidance rooted in evidence-based and emerging best practices to ensure the program's resources are appropriate and beneficial to children who use them."

Today, nearly one out of four children has some type of developmental challenge, ranging from ADHD and autism spectrum disorders to learning disabilities and developmental delays<sup>1</sup>. Because playtime can often be challenging to children with these diagnoses, toys go to the bottom of the toy box, and the joy that comes from connecting between peers, siblings and other generations gets lost. With this in mind, a passionate group of Hasbro employees believed they could do more to spread the joy of play to all children. Thus, the grassroots and employee-led project, ToyBox Tools, was born.

"Play isn't always accessible out of the box for children with a developmental disability, which is something Hasbro was able to recognize and work towards finding a solution," said Joanne Quinn, Executive Director of The Autism Project, part of Gateway Healthcare. "We are thrilled to team up with Hasbro to offer this original and free resource to parents, caretakers and educators in an effort to unlock the power of play and make it enjoyable for children at their own pace."

ToyBox Tools can help children experience the joy of play with three levels of tools available for those who need support: basic play, expanding play and social play levels. Parents and caregivers can visit the ToyBox Tools site, access the tools they need, download and print them for use at home or in the classroom. Each level caters to different aspects of play that children may need help with, like simply introducing the toy and how to use it, experiencing alternative ways to play with a toy and encouraging turn-taking with peers. ToyBox Tools recognizes that parents and caregivers know their child's ability best and encourages them to use their judgment in selecting the right product and level of play appropriate for their child. Supportive tools are included for some of the classic Hasbro products, such as MR. POTATO HEAD, PLAY-DOH DR. DRILL 'N FILL and TROUBLE.

Hasbro launched ToyBox Tools today at OCALICON 2014, the nation's premier autism and disabilities conference in Ohio, by unveiling the supportive tools to an audience of national leaders, educators, parents, scholars, and service providers who work day to day with children with developmental disabilities.

For more information about Hasbro's free and educational resource, ToyBox Tools, visit [ToyBoxTools.com](#).

<sup>1</sup><http://www.cdc.gov/ncbddd/adhd/prevalence.html>

<sup>2</sup><http://www.cdc.gov/ncbddd/autism/data.html>

## About Hasbro

[Hasbro, Inc.](#) (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through the creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF and LITTLEST PET SHOP. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative play and entertainment experiences, in a variety of forms and formats, anytime and anywhere. The Company's Hasbro Studios is responsible for entertainment brand-driven storytelling around Hasbro brands across television, film, commercial productions and short-form. Through the Company's deep commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named one of the "World's Most Ethical Companies" and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at [www.hasbro.com](http://www.hasbro.com) and follow us on Twitter @Hasbro and @HasbroNews.

## About The Autism Project

A not-for-profit organization, The Autism Project is a unique collaboration of parents, professionals and community members who provide quality support, training, and programming that is accessible to all for children and adults with an Autism Spectrum Disorder (ASD), their families and those who work with them. Affiliated with Gateway Healthcare, Rhode Island's largest provider of community behavioral health services, The Autism Project works to ensure children with an ASD benefit from an appropriate education and related therapeutic services within their local school, community and at home. Our programs educate parents and families in their newest role as teacher, but more importantly as mom and dad. The Autism Project also is dedicated to the education of children with autism in public schools offering educational consultation services, professional and family training workshops, social groups for children and teens, summer camp, professional conferences and support groups for parents and caregivers. To learn more, visit [www.theautismproject.org](http://www.theautismproject.org), on Twitter @autismprojectri and on Facebook.

## HAS-PR

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