



## Worldwide Fan Vote Determines New Properties in MONOPOLY HERE & NOW Games

March 19, 2015

### Global Vote Powered by BuzzFeed Names Lima, Peru and Pierre, S.D. as Top Properties on Global and U.S. Game Boards

PAWTUCKET, R.I.--(BUSINESS WIRE)-- With nearly 4 million votes cast in 182 countries, MONOPOLY fans around the world have selected their favorite cities to become property spaces in the upcoming MONOPOLY HERE & NOW games, launching this fall. The final list of cities was revealed today by [Hasbro, Inc.](#) (NASDAQ: HAS) on the MONOPOLY brand's official birthday and the first ever World MONOPOLY Day. Lima fans united to place Peru's capital city as the top property in the World Edition game while Pierre, S.D. secured the most votes for the top space in the U.S. Edition game.



Powered by social news and entertainment company BuzzFeed, the MONOPOLY HERE & NOW property space vote invited fans to pick the cities that will be featured in the MONOPOLY HERE & NOW: World Edition game and U.S. Edition games. In addition to voting on the list of destinations, MONOPOLY fans were invited to "write in" their favorite cities big and small for the two brown property spaces in the games during "Wild Card Week."

The collaboration between Hasbro and BuzzFeed celebrates the MONOPOLY brand's 80th anniversary. On this day in 1935, now officially celebrated as World MONOPOLY Day, Parker Brothers acquired the rights for the MONOPOLY game from Charles Darrow and began selling the game shortly after in the United States. Since its debut, the MONOPOLY brand has captivated more than 1 billion players in 114 countries and has been translated in 47 languages.

MR. MONOPOLY celebrates in front of the Government Palace of Peru in Lima. During the MONOPOLY HERE & NOW property space vote, Lima fans united to vote Peru's capital city as the top property in the upcoming MONOPOLY HERE & NOW: World Edition game. (Photo: Hasbro)

"Inviting our fans to get involved in the creation of the newest MONOPOLY game was a great way to celebrate the 80<sup>th</sup> anniversary of the brand," said Jonathan Berkowitz, vice president of global

marketing for gaming at Hasbro. "It was amazing to see both fans and local organizations around the world rally behind their cities and we were wowed by the overwhelming pride people displayed during the Here & Now vote."

"Our community members, school district, local media and several state government offices all worked together to make Pierre the Boardwalk space on the MONOPOLY HERE & NOW: U.S. Edition game, and we're thrilled to be the top spot!" said Pierre Mayor Laurie Gill. "Thank you, Hasbro and BuzzFeed, for giving Pierre a shot at being in the game, and thank you to all the loyal Pierre fans who buoyed our city straight to the top!"

Based on the vote, the winning cities that will be featured in the games include:

#### MONOPOLY HERE & NOW: World Edition

- Dark Blue: Lima, Peru; Hong Kong, China
- Green: Riga, Latvia; Lisbon, Portugal; Istanbul, Turkey
- Yellow: Warsaw, Poland; Mexico City, Mexico; Santiago, Chile
- Red: Belfast, Ireland; Athens, Greece; Belgrade, Serbia

- Orange: London, England; Moscow, Russia; Tokyo, Japan
- Magenta: New York, NY, U.S.A; Amsterdam, Netherlands; Sydney, Australia
- Light Blue: Queenstown, New Zealand; Cape Town, South Africa; Taipei, Taiwan
- Brown: Giethoorn, Netherlands; Madrid, Spain

#### **MONOPOLY HERE & NOW: U.S. Edition**

- Dark Blue: Pierre, SD; Minneapolis, MN
- Green: New York, NY; Virginia Beach, VA; Los Angeles, CA
- Yellow: Chicago, IL; Indianapolis, IN; Charleston, SC
- Red: Detroit, MI; Boston, MA; Milwaukee, WI
- Orange: Cleveland, OH; Asheville, NC; Denver, CO
- Magenta: Atlanta, GA; Little Rock, AR; Seattle, WA
- Light Blue: Portsmouth, NH; Charlotte, NC; Dallas, TX
- Brown: Waconia, MN; Chesapeake, VA

Fans can find the results of the MONOPOLY HERE & NOW property space vote at [VoteMonopoly.com](http://VoteMonopoly.com).

The MONOPOLY HERE & NOW games will be available this fall and will feature iconic landmark tokens and new gameplay where players race round the board to visit as many locations as possible, collecting passport stamps along the way. Players will collect cash from visitor fees when opponents land on their locations and the first player to fill their passport wins.

The MONOPOLY brand is the world's favorite family game brand and offers kids and families the thrill of owning it all across a variety of platforms and formats. Whether fans play face-to-face, on mobile devices or online, there is a MONOPOLY experience to fit every lifestyle. Learn more about the MONOPOLY brand at [Monopoly.com](http://Monopoly.com) and join the conversation at [Facebook.com/Monopoly](https://Facebook.com/Monopoly).

HASGP

#### About Hasbro

[Hasbro](http://www.hasbro.com) (NASDAQ: HAS) is a global company committed to Creating the World's Best Play Experiences, by leveraging its beloved brands, including LITTLEST PET SHOP, MAGIC: THE GATHERING, MONOPOLY, MY LITTLE PONY, NERF, PLAY-DOH, TRANSFORMERS, and premier partner brands. From toys and games, television programming, motion pictures, digital gaming and a comprehensive lifestyle licensing program, Hasbro fulfills the fundamental need for play and connection for children and families around the world. The Company's Hasbro Studios creates entertainment brand-driven storytelling across mediums, including television, film and more. Through the company's commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world and to positively impact the lives of millions of children and families every year. 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)).

The MONOPOLY name and logos are trademarks of Hasbro. The distinctive design of the gameboard, the four corner squares, the MR. MONOPOLY name and character, as well as each of the distinctive elements of the board and playing pieces, are trademarks of Hasbro, Inc. for its property trading game and game equipment. ©1935, 2015 Hasbro, Pawtucket, RI 02862. All Rights Reserved.

#### About BuzzFeed

BuzzFeed is the social news and entertainment company. BuzzFeed is redefining online advertising with its social, content-driven publishing technology. BuzzFeed provides the most shareable breaking news, original reporting, entertainment and video across the social web to its global audience of 200M.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20150319005048/en/>

Litzky Public Relations  
Marissa Connelly, 201-222-9118, ext. 19  
[MConnelly@litzkypr.com](mailto:MConnelly@litzkypr.com)

or

Hasbro Global Communications  
Jen DeAngelis, 401-727-6833  
[Jen.DeAngelis@hasbro.com](mailto:Jen.DeAngelis@hasbro.com)

or

BuzzFeed Senior Communications Manager  
Christina DiRusso, 914-646-7078  
[Christina.DiRusso@buzzfeed.com](mailto:Christina.DiRusso@buzzfeed.com)

Source: Hasbro, Inc.

