



Hasbro Delivers Holiday Joy to Children Worldwide on Fourth Annual Global Day of Joy

December 15, 2016

Hasbro Helps Children in Need with a Donation of Half a Million Toys & Games, & Employee Volunteer Projects around the World

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Today, employees of [Hasbro, Inc.](#) (NASDAQ:[HAS](#)) are celebrating the company's fourth annual Global Day of Joy by bringing holiday cheer to children in need through volunteerism and toy donations. Each year, during its annual Global Day of Joy in December, Hasbro empowers all 5,000 of its employees worldwide to spend the day as 'elves' volunteering in their local communities. Additionally, this holiday season, Hasbro is donating more than half a million toys and games to organizations benefitting children, valued at \$6 million.

"Philanthropy is part of our DNA at Hasbro; it's part of what makes this such a special company and rewarding place to work," said Brian Goldner, Hasbro's Chairman, President and CEO. "During our Global Day of Joy, we rally all of our employees globally around our purpose, to make the world a better place for children and their families. I can't think of a more powerful way to celebrate the holiday season."

Earlier this year, Hasbro launched [BE FEARLESS BE KIND](#), its largest philanthropic initiative ever, designed to empower kids to have the empathy, compassion, and courage to stand up for others and be inclusive throughout their lives. This year's Global Day of Joy activities will help promote this message and inspire individuals around the world to put empathy into action. Hundreds of volunteer projects are taking place today across 40 countries, including:

- **Italy:** Employees are visiting Camp Dynamo, a [SeriousFun Children's Network](#) camp for children with serious illnesses, to volunteer and build wooden trunks to hold Hasbro toys & games, one for each cabin. They are also designing a mural for the medical center wall with Hasbro characters.
- **Peru:** Employees have spent time leading up to the Global Day of Joy renovating a pediatric orthopedic rehabilitation center for children with physical disabilities at Clínica San Juan de Dios. They have designed a new hydrotherapy area & rehabilitation center. The project, which began in July, will commence today with a ribbon cutting ceremony and game day.
- **Hong Kong:** The team is hosting twelve projects locally, the majority of which will engage children with disabilities in activities such as board games, cookie decorating, a historical city tour, a visit to the wetland park, and more.
- **Netherlands:** Employees are hosting a life-sized "CLUE Come to life" game event for children with Autism at The Horizon.

Within the company's home state of Rhode Island, 1,200 employees will participate in a variety of service projects benefiting more than 40 Rhode Island nonprofit organizations and schools. As part of the activities, teams of Hasbro volunteers will also embark on a "Mission: KINDNESS" scavenger hunt where they will complete random acts of kindness around the community.

Ninety-three percent of Hasbro employees worldwide are participating in this year's Global Day of Joy, an increase from 89 percent participation in 2015. According to CECP: The CEO Force for Good, the average participation for corporate volunteer programs in 2015 was 31 percent. Hasbro gives employees the benefit of four hours of paid time off each month year-round to volunteer with organizations benefitting children.

Spreading kindness is also the focus of Hasbro's seventh annual [Joy Maker Challenge](#), which is currently underway in partnership with generationOn. For every kid and teen who volunteers as part of the campaign, Hasbro will donate a toy or game to Toys for Tots, up to \$1 million worth. Hasbro is one of the largest corporate sponsors of Toys for Tots, donating approximately \$3 million of toys and games annually.

"Through our many different philanthropic programs, we hope to inspire the spirit of giving during the holidays and beyond," said Karen Davis, Senior Vice President of Global Philanthropy and Social Impact, Hasbro. "We know that when individuals put empathy into action, they can make an amazing difference in the world, and that's true for both children and adults."

To learn more about Hasbro's philanthropic programs worldwide, please visit www.Hasbro.com/giving or follow the company on Twitter ([@Hasbro](#)).

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, LITTLEST PET SHOP and MAGIC: THE GATHERING, as well as premier partner brands. The Company's Hasbro Studios and its film label, Allspark Pictures, are building its brands globally through great storytelling and content on all screens. Through its commitment to corporate social responsibility and philanthropy, Hasbro is helping to make the world a better place for children and their families. Learn more at www.hasbro.com, and follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)) and Instagram ([@Hasbro](#)).

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