



## Hasbro Ranks on The Civic 50 List of Most Community-Minded Companies for the Fifth Consecutive Year

June 21, 2017

### **2016 Philanthropic Support Totaled \$14.4 Million, Helping to Impact 3.8 Million Children Worldwide**

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](#) (NASDAQ: HAS) has been recognized as one of the most community-minded companies in the U.S. by Points of Light, the world's largest organization dedicated to volunteer service. The Civic 50 sets the standard for corporate civic engagement and creates a roadmap for companies seeking to best use their time, talent, and resources to improve the quality of life in the communities where they do business. Hasbro has been included on The Civic 50 list each year since the initiative began in 2012.

"We are once again honored to be recognized as one of the most community-minded companies in America," said Brian Goldner, chairman and CEO, Hasbro, Inc. "Giving back and engaging in the community are part of our core values, and underscore our company purpose to make the world a better place for children and their families."

Hasbro, together with its employees, has a long history of giving back to children and families through its many philanthropic programs. In 2016, the company contributed \$14.4 million in philanthropic support, which helped to make a difference for 3.8 million children worldwide. Additionally, 93 percent of Hasbro's global workforce volunteered time and talent in the communities where Hasbro has offices.

The company also announced its largest philanthropic initiative, BE FEARLESS BE KIND, which empowers kids to develop compassion and empathy. Its call to action is simple: "stand up, include everyone, and take action when you see a problem." Parents and teachers can visit [www.BEFEARLESSBEKIND.org](http://www.BEFEARLESSBEKIND.org) to access tools and resources to help teach kids empathy and different ways to put empathy into action. BE FEARLESS BE KIND builds on years of work with generationOn, the youth service division of Points of Light. Hasbro was a founding partner of generationOn, which was established in 2010. generationOn is dedicated to providing programs and resources that support the development of caring, compassionate and capable kids and teens through service, empowering them to become change makers in their communities and the world.

"At Hasbro, we stand up for children, passionately working together to create a universe where every child experiences hope, kindness and joy," said Karen Davis, senior vice president of Global Philanthropy and Social Impact, Hasbro, Inc. "From our passionate and engaged employee base, to all of our partner organizations working directly with children, we are grateful to everyone who plays a part to help us make a meaningful impact for children around the world."

The Civic 50 ranking builds on significant distinctions Hasbro has received in the past year for its commitment to corporate social responsibility and philanthropy. Hasbro ranked No. 1 on the 2017 100 Best Corporate Citizens list by *CR Magazine*, and was ranked No. 3 on that list for its philanthropic work.

"In the fifth year of honoring the most community-minded companies in the nation, The Civic 50 truly highlights the commitment to community and civic engagement of America's leading brands," said Jennifer Lawson, president of networks at Points of Light. "By elevating critical stakeholder voices from employees, customers and communities into their mission statements, The Civic 50 companies are putting themselves at the center of change to create more enduring and sustainable business models."

The Civic 50 winners are public and private companies with U.S. operations and revenues of \$1 billion or more, and are selected based on four dimensions of their U.S. community engagement program:

- **Investment:** How extensively and strategically the company applies its resources to community engagement in the United States, including employee time and skills, cash, in-kind giving and leadership
- **Integration:** How the company integrates its U.S. community engagement programs into key business functions, including employee engagement, marketing/PR, diversity and inclusion, recruiting, stakeholder relations and skill-development
- **Institutionalization:** How the company supports community engagement in the U.S. through organizational policies, systems and incentives
- **Impact:** How the company measures the social and business impact of its U.S. community engagement program

To learn more about The Civic 50, to see a full list of the winners and to access the highlights, trends, benchmarking data and best practices from the 2017 Civic 50, please visit [www.Civic50.org](http://www.Civic50.org).

To learn more about Hasbro's philanthropic programs worldwide, please see our 2016 Impact Snapshot at [www.Hasbro.com/giving](http://www.Hasbro.com/giving).

**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. Hasbro ranked No. 1 on the 2017 100 Best Corporate Citizens list by *CR Magazine*, and has been named one of the World's Most Ethical Companies<sup>®</sup> by *Ethisphere Institute* for the past six years. Learn more at [www.hasbro.com](http://www.hasbro.com), and follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)) and Instagram ([@Hasbro](#)).

**About Points of Light**

Points of Light, the world's largest organization dedicated to volunteer service, mobilizes millions of people to take action that is changing the world. Through affiliates in 250 cities and partnerships with thousands of nonprofits and corporations, Points of Light engages four million volunteers in 30 million hours of service each year. Points of Light brings the power of people where it's needed most. For more information, visit [www.pointsoflight.org](http://www.pointsoflight.org).

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