Hasbro Brings Imagination to Life on World PLAY-DOH Day

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Fans, Artists Reimagine Favorite Destinations – with a PLAY-DOH Twist

PAWTUCKET, R.I.--(BUSINESS WIRE)--Sep. 15, 2017-- Today, Hasbro (NASDAQ: HAS) is kicking off a weekend of World PLAY-DOH Day celebrations, encouraging fans to use their imaginations and bring their favorite destinations to life with a creative PLAY-DOH twist. Whether it's New York City's Park Avenue lined with purple PLAY-DOH hippos or the Arctic Ocean filled with magical PLAY-DOH mermaids, the brand will reimagine iconic places like never before for World PLAY-DOH Day 2017.

This Smart News Release features multimedia. View the full release here: http://www.businesswire.com/news/home/20170915005094/en/



As part of the World PLAY-DOH Day celebrations, digital artists Stephen McMennamy and Kim Hall each reimagined three of their favorite destinations with a creative PLAY-DOH lens. (Photo: Business Wire).

As part of the World PLAY-DOH Day celebrations, popular digital artists Stephen McMennamy and Kim Hall – known for surreal "mash-up" photography and bright, colorful Instagram creations respectively – each reimagined three of their favorite destinations through a creative PLAY-DOH lens. McMennamy and Hall combined PLAY-DOH sculpts with photos of their favorite places to create a surreal series of destinations, from Arches National Park and a Pacific Coast Beach to the NYC skyline and the iconic Grand Canal in Venice. The photo mash-up series was revealed earlier today to spark widespread inspiration for the World PLAY-DOH Day celebrations.

"No matter the age or level of artistic ability, PLAY-DOH elicits a spontaneous, creative side in all of us," said Greg Lombardo, vice president of marketing for the PLAY-DOH brand. "The PLAY-DOH brand empowers fans to see the world in a unique way, and we're excited to bring that imaginative thinking to life throughout our World PLAY-DOH Day weekend."

"Teaming up with PLAY-DOH has allowed me – and my kids – to rediscover our creativity and add a fun twist to our favorite places," said McMennamy. "When you view the world through the eyes of a child, it's pretty amazing to see how much more interesting and fun your surroundings can be. I can't wait to see how artists young and old shape our world into something a little more extraordinary during this World PLAY-DOH Day weekend."

World PLAY-DOH Day (September 16) is an annual celebration dedicated to the childhood staple that inspires millions of people worldwide to open a can of imagination. In addition to this year's surreal photography series, the brand will kick off the celebration of World PLAY-DOH Day on our PLAY-DOH Facebook and Instagram pages by inviting fans worldwide to join us in creating a crowd-sourced PLAY-DOH creation.

For more than 60 years, the PLAY-DOH brand has encouraged kids to explore what's possible with open-ended, hands-on and creative play experiences. Today, the PLAY-DOH brand is one of Hasbro's most international and successful brands: It's sold in over 80 countries, and more than 500 million PLAY-DOH cans are shipped each year.

To join in the World PLAY-DOH Day celebrations, share how you reimagine your favorite places with PLAY-DOH compound on social media using #WORLDPLAYDOHDAY, and join the conversation on Instagram (@PLAY-DOH) and Facebook (Facebook.com/PLAYDOH). To learn more about the PLAY-DOH brand, visit www.PLAYDOH.com.

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® by *Ethisphere Institute* for the past six years. Learn more at www.hasbro.com, and follow us on Twitter (@Hasbro & @HasbroNews) and Instagram (@Hasbro).

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Hasbro, Inc.
Jen DeAngelis, 401-727-6833