



Hasbro Children's Fund Expands Support for the Development of Kindness and Empathy in Children through BE FEARLESS BE KIND Initiative

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Hasbro and leading non-profit partners encourage everyone to take the BE FEARLESS BE KIND pledge: "Stand up for others, be inclusive, and make a difference"

PAWTUCKET, R.I.--(BUSINESS WIRE)--Oct. 4, 2017-- [Hasbro Inc.](#) (NASDAQ:HAS) announced today that it is expanding the work of its [BE FEARLESS BE KIND](#) philanthropic initiative, which is designed to empower kids to have the compassion and courage to stand up for others, to be inclusive and to make a difference in the world. Hasbro is partnering with a best-in-class coalition of national and global non-profits that recognize the importance of developing empathy in kids and teens and whose programs place youth at the center of change. The partners include Creative Visions' *Rock Your World*, Kids for Peace's *Great Kindness Challenge*, Stand for Children's *Middle School Kindness Challenge*, No Bully, Special Olympics' *Unified Schools*, *World's Largest Lesson* in partnership with UNICEF and YSA's # *LeadASAP*.

"As a company dedicated to making the world a better place for children and their families, Hasbro is passionate about helping young people develop empathy, create a more inclusive world, and make a difference. We are proud to partner with such exceptional organizations that strive to do this work every day," said Karen Davis, Hasbro's senior vice president of Global Philanthropy and Social Impact, and president of the Hasbro Children's Fund. "Through BE FEARLESS BE KIND, we are helping these organizations elevate the discussion about empathy and kindness both in the classroom and at home; encourage and celebrate inclusion; and help kids put their empathy into action by making a difference through service to their community and world."

Last Spring, a group of youth ages 7-18 were recognized by Hasbro for their outstanding community service. Upon gathering in New York City, they posed these questions: "Dear Fellow Human Beings, are we doing the best we can do? Or can we do a little bit more to create a better world?" Together with spoken-word artist Max Stossel, they wrote the BE FEARLESS BE KIND pledge. A PSA produced by Creative Visions showing the creation of the pledge can be viewed [here](#).

Beginning today, young people, educators, parents and caring adults everywhere can take the pledge to "Stand up for others, be inclusive, and make a difference" as part of the *Kindness Rising* campaign, powered by YSA's #LeadASAP and sponsored by Hasbro's BE FEARLESS BE KIND.

Individuals can take the pledge by visiting www.ysa.org/BEFFEARLESSBEKIND. The campaign website also features project ideas, tools and resources to help kids put their empathy into action. From now through December 20, for everyone who takes the BE FEARLESS BE KIND pledge, Hasbro will donate a toy or game to Toys for Tots, up to 250,000, for children in need this holiday season.

In addition, BE FEARLESS BE KIND grants are available for organizations and K-12 schools looking to encourage youth to get involved. The application deadline is October 31 and projects must be completed by December 15. You can read more about BE FEARLESS BE KIND grants [here](#).

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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