



Hasbro Makes NFT Debut with Power Rangers Collection on Wax

October 22, 2021

Hasbro's First NFT Launch Offers Collectors a Unique Opportunity to Collect a Special Edition Power Rangers Megazord

Today, Hasbro announces it has partnered with [The Worldwide Asset eXchange \(WAX\)](#) to release its very first NFT collection on the WAX blockchain. Available for a limited time, exclusively through Hasbro Pulse, the collection features the iconic Power Rangers franchise. The announcement was made earlier today during [Hasbro Pulse Con](#). [Hasbro Pulse](#) Premium members will have exclusive access to purchase the collection on [HasbroPulse.com](#) today at 4 p.m. ET before it opens to the general public at 5 p.m. ET at, while supplies last.

"We are thrilled to partner with WAX to offer Hasbro's first-ever NFT collection with the Power Rangers franchise," said Kwamina Crankson, Vice President and General Manager at Hasbro Pulse. "The WAX platform gives fans an easy entry point into the world of NFTs and digital collectibles. Now, fans will have the opportunity to expand their collections with a unique Power Rangers NFT, uniquely transacted through the blockchain that can be redeemed for a special edition Dino Megazord."

Hasbro's Power Rangers NFT drop will be offered through Sunday, October 24, 2021 (while supplies last) and is redeemable for a Hasbro special edition Power Rangers collectible figure, the Lightning Collection Zord Ascension Project Special Edition Dino Megazord.

"WAX is the trailblazer in NFT innovation and we are going big with global play and entertainment company, Hasbro to integrate one of their most iconic brands, Power Rangers, into the blockchain ecosystem," says William Quigley, Co-Founder of WAX. "Our vRDL technology is changing the way people shop and trade collectibles with consumers able to purchase NFTs and redeem them for a physical item."

A WAX account holder with a redeemable vRDL® NFT will have a Redemption coin placed in their wallets on November 1, 2021 and will have until November 8, 2021 to redeem it for the Special Edition Megazord.

Hasbro's first Power Rangers NFT will be available later today with exclusive access for Hasbro Pulse Premium Members at 4 p.m. ET, before opening up to the general public at 5 p.m. ET, while supplies last. To become a Hasbro Pulse Premium member, fans can visit [HasbroPulse.com](#). A Hasbro Pulse Premium Membership will not only give fans early access to Hasbro's Power Rangers NFT, but also early access to other select product drops, as well as free standard contiguous U.S. shipping, amongst other perks. Fans and blockchain users alike will need WAX Cloud Wallet accounts in order to participate.

About WAX

The Worldwide Asset eXchange™ (WAX), aka the King of NFTs, is the world's #1 blockchain, as measured by number of users and transactions, according to Dappradar.com. WAX's mission is to bring NFTs to the mass market in the safest, most secure, environmentally friendly, and easy-to-use marketplace in the world. WAX is also the leading entertainment NFT network — in 2018, WAX introduced vRDL® NFTs, giving consumer product companies the ability to directly link NFTs to physical consumer products. Co-founded in 2017 by William E. Quigley and Jonathan Yantis, WAX has facilitated the trade of more than 100 million digital collectibles including Major League Baseball (via Topps MLB collectibles), Capcom's "Street Fighter," and world-renowned entertainers Deadmau5 and Weezer. For more information, please visit <https://wax.io> and follow along on Twitter and Discord.

