



## Hasbro Lists New Ultimate Princess Celebration Castle on Zillow

August 23, 2021

Disney's Ultimate Princess Celebration global campaign will continue this month with the first-ever World Princess Week.

In support, Hasbro has announced a special partnership with online real estate marketplace Zillow to support a new Disney Princess castle.



Hasbro will officially join Disney's Ultimate Princess Celebration, with the announcement of a new Princess castle, available at most major retailers. In honor of the campaign and Disney's first-ever World Princess Week on August 23 – 29, Hasbro has partnered with online real estate marketplace Zillow to create an interactive online listing for its new Hasbro's Disney Princess Ultimate Celebration Castle.\*

Once upon a time, there was a Zillow listing that made your Disney Princess dreams come true. Beginning today, Disney Princess fans and Zillow surfers alike can browse the Ultimate Princess Celebration Castle listing live on [Zillow.com](https://www.zillow.com).\* The magical listing includes details on the fully furnished rooms and interior design, including vintage appliances, a transforming garden swing fit for royalty, lofty windows, and even an elegant clawfoot tub. Interested "buyers" can check out the listing for insight on the castle's previous visitors and maybe even become one themselves. With this listing, fairytales are only a block away!

"After a year of skyrocketing [Zillow surfing](https://www.zillow.com) and general interest in real estate Hasbro joined in on the fun with our very own dream home, the Disney Princess Ultimate Celebration Castle," says Kristin Hamilton, vice president, Global Brands at Hasbro. "Working with Zillow to unveil the castle and create a unique experience for our fans and consumers lets them experience the magic and wonder of a Disney Princess Castle playset like never before."



Fans can also check out new content on Instagram, including an exclusive castle tour from home renovation and real estate stars Tarek El Moussa ([@therealtarekelmoussa](#), HGTV's *Flip or Flop*) and Heather Rae Young ([@heatheraeyoung](#), from the Netflix hit *Selling Sunset*). The pair has shared their excitement for the castle saying, "We are delighted to be working with Hasbro to showcase the one-of-a-kind Disney Princess Ultimate Celebration Castle. Being big fans of Disney in our family combined with our backgrounds in home renovation and design, we can definitely appreciate the extravagant designs and layouts this playset has to offer. We are excited to share the grand tour of the three floor, six room castle as well as many of its other surprises."

*\*For entertainment purposes only*

#### **About Disney Princess Ultimate Celebration Castle**

Standing 4 feet tall with its classic silhouette, this dollhouse features a special second floor window with a fireworks show and music. The enchanting castle also boasts three stories and six rooms, including a bathroom with tub and sink accessories, bedroom with bed and vanity, a kitchen with stove accessory and a dining room with table and chairs. The Ultimate Princess Celebration Castle includes 29 play accessories, including forks, spoons, a teapot, teacups, plates, a comb, mirror, and more to help kids' imaginations come to life. Available at most major retailers. Learn more about Hasbro's Ultimate Princess Celebration Castle by visiting [Zillow.com](#).

