



Monopoly Hosts Its First Ever Star-Studded Charity Classic Game

May 13, 2021

Game to Feature Tiffany Haddish, Josh Gad, Ellie Kemper and Daymond John!

On May 20, watch celebrities compete to own it all in an epic game of Monopoly to win money for the charity of their choice in celebration of the new Monopoly Community Chest Cards

Hasbro, Inc. is hosting their inaugural Monopoly Charity Classic Event this May, featuring dynamic personalities including **Tiffany Haddish (Girls Trip)**, **Josh Gad (Frozen)**, **Ellie Kemper (The Office)** and **Daymond John (Shark Tank)**. Participating celebrities will battle it out virtually for the \$350,000 Community Chest in celebration of Monopoly updating all 16 of its Community Chest Cards. Fans can tune in to the celebrity-filled game live on Hasbro and Hasbro Gaming's YouTube Channels and the Monopoly Facebook Page at 8PM EST on May 20, 2021 and watch the participants play to win big for their charities. Each celebrity is guaranteed \$75,000 for their charity of choice and will be playing to win an additional \$50,000 to add to their donation, empowering them to make a positive impact within communities close to their hearts. Here's what the celebrities had to say about the charities and their participation in the event:

- Tiffany Haddish will be donating to the [She Ready Foundation](#), a foundation that empowers, supports and encourages children living within the foster care system and notes, "No one is going to get in between me and this Community Chest prize. Watch out Ellie, Daymond and Josh...I'm going to win it all for my She Ready Foundation!"
- Josh Gad will be donating to [Children's Hospital of Los Angeles](#), a non-profit institution that provides pediatric care and shares, "I am so grateful to be playing Monopoly on behalf of my charity: Children's Hospital of Los Angeles: Children's Fund, but I am also equally excited and grateful at the chance to display my 30 years of Monopoly skill building, while I systematically bankrupt my fellow competitors with nothing more than a metallic top hat."
- Ellie Kemper will be donating to [St. Jude Children's Research Hospital](#) whose mission is to advance cures and means of prevention for pediatric catastrophic diseases and says, "I'm giving it my all for my charity - St. Jude! They do incredible work for children and families, and I am honored to play on their behalf. Watch out, Boardwalk!"
- Daymond John will be donating to [My Brother's Keeper Alliance](#), an organization that helps build safe, supportive communities for boys of color. The founder & CEO of FUBU and star of ABC's Shark Tank notes, "Communities all around the world need help now more than ever and I'm thrilled to be coming together with an amazing group of people to play Monopoly, a personal favorite game of mine and overall family staple, in celebration of community strength and resilience."

"We are proud to be part of this incredible collaboration with notable celebrities, to help benefit charity initiatives and to continue expanding our purpose company-wide," said Eric Nyman, Chief Consumer Officer at Hasbro. "Seeing how many fans participated in the vote made it clear that our Monopoly community is passionate and driven, and we are excited to bring them another moment in time where they can celebrate the updated game and help make a difference!"

From March 18 through April 9, 2021, Monopoly asked their fans to help reflect what community meant in their real lives by voting for new Monopoly Community Chest cards. With the biggest voting turnout in Monopoly history, the iconic board game received more than six million votes from consumers for the new Community Chest cards, reaching 50% more votes than the Token Vote in 2017.

Today, we are also excited to officially announce three of the new, fan-selected, Community Chest cards: "You shopped Local ALL week. Advance to Go – Collect M200", "Meow! You knit cozy sweaters for the hairless cats at your local animal shelter - Collect M20" and "You organize a group to clean up your town's walking path. Collect M50." During the Charity Classic Event, viewers will be among the first to get a peek at these new Community Chest Cards in play.

The updated Monopoly game with new, fan-voted Community Chest Cards will be available this Fall. Follow along and stay up to date on news for the Community Chest Card vote and winners on Hasbro's [Instagram](#), Hasbro Gaming's [Instagram](#), Hasbro Gaming's [Facebook](#) and Monopoly's [Facebook](#).

