



## Reebok, Hasbro and Boys & Girls Clubs Team Up

20 Apr, 2021

### REEBOK, HASBRO AND BOYS & GIRLS CLUBS BRING 'CANDY LAND' TO THE BLACKTOP FOR KIDS IN METRO ATLANTA

*Resurfacing by non-profit Project Backboard gives back to communities; Furthers Reebok, Boys & Girls Clubs of America and Hasbro's shared mission to provide children with access to movement and play*

Today, in honor of their highly-anticipated collaborative release, [Hasbro](#) and [Reebok](#) have unveiled a larger-than-life Candy Land basketball court for the kids of A.R. "Gus" Barksdale [Boys & Girls Club](#) in Rockdale County, Georgia. The court brings to life the heritage and communal ethos embodied by the brands, underscoring a collective and growing emphasis on grassroots initiatives encouraging youth movement alongside Reebok's physical activity program for kids, [BOKS](#). The Club, located 22 miles east of Atlanta, serves over 180 kids a day; nearly 500 members are enrolled at the site.

Realizing the varying needs of families within the community, Boys & Girls Clubs help ignite the unlimited potential of kids and teens by creating safe, inclusive, and engaging environments.

"With 82% of adolescents inactive worldwide and mental health issues on the rise, it is imperative that we provide kids with the opportunity to play and move," commented Kathleen Tullie, senior director of social purpose at Reebok. "There is overwhelming evidence on the profound impact that exercise has on the mind: socially, mentally and physically. To that end, Reebok is thrilled to partner with Hasbro's Candy Land and the BCGA to provide inspiration and access to physical activity for these underserved youth."

Watch the short film profiling the Metro Atlanta Boys & Girls Club and Candy Land court resurfacing project, below:

*\*Photo and video credit: The Opulent Picture Company*

The vibrant surface, designed and executed by court renovation non-profit [Project Backboard](#), reimagines Candy Land as a basketball oasis, nodding to the collection's lively Reebok basketball designs and the intersection of two adjacent worlds of play. In tandem with the resurfacing project, Reebok and Hasbro have donated 200 pairs of Candy Land x Reebok basketball sneakers to A.R. "Gus" Barksdale Boys & Girls Club members.

"We know how important movement and play is to children and envision a world where every child has access to play every day," continued Tullie. "Boys & Girls Clubs provide an essential space and resources for children across North America and in partnership with them we hope to continue to provide additional resources and curriculum through our BOKS program and court refurbishments in a few key markets where possible. Life is not a spectator sport and we're committed to ensuring that everyone has the opportunity to be a participant."

Candy Land - "The Classic Game of Sweet Adventure" - is recognized today as one of the world's most cherished pop culture franchises, bringing friends and family together with its playful characters, amazing color palettes and competitive gameplay. Similarly, Reebok, known for its own rich history and defiant footwear design dating back to the 1950's, continues to foster an active, creative and connected sneaker community with bold offerings encouraging wearers to escape the everyday and follow their own path.

The Candy Land x Reebok footwear collection is available beginning April 21 from Reebok.com, Foot Locker, Finish Line, Champs Sports and Hibbett Sports, among other select retailers.



Photo credit: The Opulent Picture Company

CANDY LAND and all related trademarks and logos are trademarks of Hasbro, Inc. © 2021 Hasbro.