



Standing in Solidarity with the Asian Community

10 Mar, 2021

Internal Memo

To: U.S., Canada, and U.K. Employees
From: Kathrin Belliveau, Chief Purpose Officer
RE: Standing in Solidarity with the Asian Community
Date: March 10, 2021

At our recent Investor Day, we shared our updated Brand Blueprint with Purpose in the center, further demonstrating our commitment to leading through our values to make the world a better place. We also shared that as a company we are committed to speaking up and taking action when there are instances of inequity or discrimination in our society and that impact our community. This includes standing up and speaking out to condemn the recent and troubling acts of anti-Asian hate, xenophobia, violence and racism.

We are deeply concerned and profoundly saddened by the rise in racism and violence against [Asian people worldwide](#) since the onset of pandemic. According to data recently [released](#) by Stop AAPI Hate, over 2,800 firsthand reports of anti-Asian hate throughout the U.S. were collected between mid-March through the end of 2020. More recently, Lunar New Year Celebrations have been marred by a string of attacks against the Asian American and Pacific Islander communities across the country.

In light of this, we felt it was important to reaffirm Hasbro's zero tolerance policy for racism, hate and bigotry. We stand in solidarity and unity with our Asian colleagues and the Asian community and are committed to using our business, brands and entertainment to foster a more inclusive and equitable world. The Mosaic Network Champions are working across the company on plans to address this topic at an upcoming meeting.

We also wanted to share some ways each of us can take action and support the Asian Community:

Get Educated:

- The History of Anti-Asian Racism and Xenophobia:
- [Watch PBS Asian Americans](#), a five-part docuseries about different aspects of the Asian American experience.
- Read [this article about the history of anti-Asian legislation](#) in American history.
- Learn about [the diversity of Asian cultures](#) and the unique socio-economic issues within each community.
- Read [this article](#) and [learn more](#) about how this issue is impacting the U.K.

Be an Ally:

- Learn more about how to be an ally from this [Harvard Business Review article](#)

Get Involved & Give Back:

- **U.S.:** [Stop AAPI Hate](#)
Stop AAPI Hate tracks and responds to incidents of hate, violence, harassment, and discrimination against Asian Americans and Pacific Islanders in the United States. They are working to end all forms of structural racism through advocacy, support services, and restorative justice efforts. Your support of Stop AAPI Hate enables them to track and respond to the surge in racism and xenophobia. [Donate here](#).
- **U.K.:** [End the Virus of Racism](#)
End the Virus of Racism is a cross-party coalition of British citizens and residents calling for zero tolerance for racism following an increase in hate crimes towards people of East and Southeast Asian heritage during the coronavirus crisis. Donate to fund the UK's first nonprofit dedicated to addressing racism towards people of East and Southeast Asian heritage. [Donate here](#).



Diversity & Inclusion

