



## Hasbro Presents New Virtual Event “Hasbro Pulse Fan Fest”

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On April 9th Hasbro will host the first-ever “Hasbro Pulse Fan Fest,” a collector-focused event featuring exclusive activations, engaging panels, and product reveals across collectors’ favorite Hasbro brands.

Hasbro has officially announced the launch of a brand-new collector-focused event, Hasbro Pulse Fan Fest. The virtual event, occurring April 9 at 11 a.m. EST, will be hosted by SYFY Wire on-air correspondent, writer, and producer, Jackie Jennings, and available to watch exclusively on the [Hasbro Pulse Fan Fest](#) page. The event will bring never-before-seen content and product reveals directly to Hasbro’s passionate community of collectors in lieu of the company’s annual Entertainment Brand Preview Event held during New York Toy Fair each year. Fans can look forward to engaging panels and activations from Hasbro brands, including **G.I. Joe**, **Power Rangers**, and **Transformers** as well as premier partner brands **Marvel**, **Star Wars**™ and **Fortnite**.

Hasbro Pulse Fan Fest brings collectors a schedule filled with exciting brand panels that will offer exclusive news and opportunities to secure their favorite products before anyone else, as well as special guest appearances including **Henry Golding**, star of the upcoming film **Snake Eyes: G.I. Joe Origins** and cast members of the new series **Power Rangers Dino Fury**. In addition to panels, fans can look forward to product giveaways, behind-the-scenes content and more!

“Hasbro Pulse Fan Fest allows us to engage with our dedicated fan community in a meaningful way by delivering unique product reveals and exclusive pre-orders. Fans will have access to behind-the-scenes content from our designers and brand teams, which allows them to share in their fandom for these brands with special content and panels,” says Eric Nyman, Chief Consumer Officer, Hasbro. “This unique event, in addition to Hasbro PulseCon happening later this year, will bring the relationship between our fans and the brands closer than ever before.”

See [here](#) for the announcement video and included below is a peek inside the programming that will be available exclusively on the [Hasbro Pulse Fan Fest](#) page and live on the [Hasbro Pulse YouTube Channel](#) April 9 at 11 a.m. EST.

### **FORTNITE**

A new collection has just landed! It’s OFFICIAL! Hasbro has partnered with Epic Games and created an all-new toy line! Join members of the Hasbro Marketing & Design teams as they debut the all-new Victory Royale line! Get ready to drop in as we unveil three legendary new items, including a first-time character to appear in toy! Gear up for some next-level reveals!

### **TRANSFORMERS**

Worlds continue to collide on Transformers! Join members of the Hasbro Marketing & Design team as they reveal toys from Wave 3 Kingdom and share some exciting news about the final chapter of Netflix’s *Transformers: War for Cybertron* trilogy. Don’t miss out as we take a closer look at Kingdom Commander and Titan Class figures, including a first-time character to appear in toy! And if you thought the Pulse exclusive weapons pack was epic, you’ll find the next one to be a blast. Finally, we will reveal a new Pulse exclusive toy capsule in partnership with IDW Publishing that will turn the Transformers universe upside down. Get ready for a panel that’s... More Than Meets the Eye!

### **POWER RANGERS**

The Hasbro Power Rangers team will share MORPHINOMINAL news and updates around the expanding Lightning Collection product line. Power Ranger fans will get early looks at cool new action figures coming soon, as well as a sneak peek at what’s coming up later this year. “It’s Morphin Time!”

### **G.I. JOE**

YO JOE! SNAKE EYES: G.I. JOE ORIGINS toys revealed! Join members of the Hasbro Marketing & Design teams as they debut exciting new products from the upcoming SNAKE EYES feature film. Get an in-depth look at the stealthy Snake Eyes Ninja Strike role play toys and the latest additions to the highly detailed Classified Series collection. Plus, we’ve received intel that Snake Eyes himself, Henry Golding, will be making a guest appearance to unveil his signature action figure!

### **MARVEL**

Hasbro Marketing & Design teammates will assemble to share exciting news about the popular Marvel Legends product line. True Believers will get a sneak peek of upcoming Marvel Legends action figures and premium role play offerings.

### **STAR WARS**

Join members of the Hasbro Marketing & Design teams as they discuss the popular Hasbro *Star Wars* line, including the Black Series and The Vintage Collection. Attendees will get an in-depth look at Hasbro’s latest action figure and premium roleplay offerings from across the Skywalker saga and beyond. Word on the Holonet is there may also be a few surprises.

# HASBRO PULSE FAN FEST

YouTube f Instagram Twitter

APRIL 9<sup>th</sup>

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