



Hasbro Grows Sustainability with Mr. Potato Head Goes Green

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Sustainable Products:

At Hasbro, we believe it's our obligation to leave the world a better place than we found it. We challenge ourselves every day to find new ways to embed sustainability throughout our business, from manufacturing, logistics and operations to our packaging and our products.

Guided by our belief that every day is a chance to do better, in 2018 we introduced the [first-in-the-industry toy recycling program](#) and last year committed to eliminate virtually all plastic in packaging for new products by the end of 2022, building on our decade-long journey to create a more sustainable future for our business and our world.

This month, we are introducing Mr. Potato Head Goes Green, the first Hasbro product made with plant-based plastic and virtually plastic-free packaging. This new item marks the first step in Hasbro's commitment to making more sustainable products through the use of renewable materials. The learnings will inform the development of future toys and games as we explore the use of recycled and renewable materials across our portfolio of iconic brands like MONOPOLY, PLAYSKOOL, NERF and PLAY-DOH.

Mr. Potato Head Goes Green

Mr. Potato Head has been a childhood staple for more than 65 years and has consistently evolved to reflect the play patterns and values of today's kids and families. The character has a long history of changing with the times, from surrendering his pipe as part of the Great American Smokeout in 1987, to giving up his "couch potato" lifestyle and receiving a Presidential Sports Award from the President's Council on Physical Fitness and Sports in 1992, and more recently receiving a makeover and sprouting new legs in 2011. As Hasbro continues to evolve its product line, lessen its impact on the environment, and move toward more sustainable materials, we are beginning with Mr. Potato Head, one of Hasbro's most iconic characters.

Mr. Potato Head Goes Green is available at Whole Foods Market starting this month and is also [available on Amazon](#).

Product Features

- Mr. Potato Head Goes Green is the 5-inch sized toy people know and love, but this new farmer figure is made with **plant-based plastic derived from sugarcane, a renewable raw material**.
- The product comes in **virtually plastic-free packaging made of recyclable, paper-based materials**.

Gameplay Features

- Mr. Potato Head is one of Hasbro's most-beloved characters and we believe this toy is **a great way to introduce preschoolers to the topic of sustainability**.
- Kids can use their imaginations for lots of creative play when they mix and match the 15 themed parts and pieces in all kinds of ways to create their own customized tater.

At Hasbro, we play and entertain with purpose. We are deeply committed to using our business as a force for good and minimizing our footprint to make the world a better place for children and their families. We are passionate about protecting our planet and conserving its natural resources for future generations. For more on our commitment to sustainability, click [here](#).

