

ICYMI: Hasbro PulseCon 2020 Wraps Check Out the Highlights!

September 29, 2020

On September 25th-26th, <u>Hasbro Pulse</u> powered a <u>2-day virtual event, Hasbro PulseCon via YouTube Live</u> that gave US/CA fans unprecedented access to some of Hasbro's biggest brands. Fans received a front-row seat to a dynamic panel lineup, all new product reveals, interactive games and Q&A, top celebrity guests and must-see music appearances.

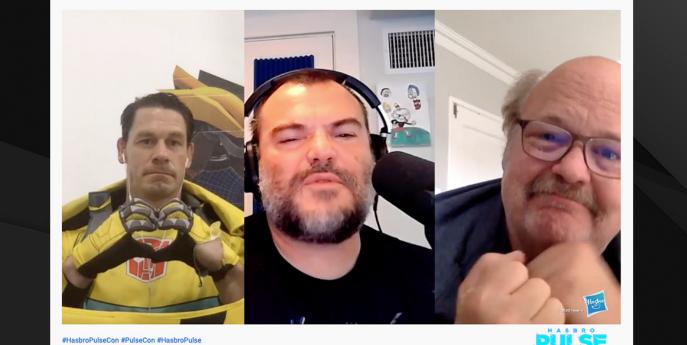
Hosted by Jackie Jennings. SYFY Wire on-air correspondent, writer, and producer, the weekend was action-packed, featuring musical guests and engaging concert experiences from Fall Out Boy, Lights and Jack Black and Kyle Gass of Tenacious D, several appearances by the energetic John Cena who moderated a live Q&A with Tenacious D and served as judge of the cosplay contest, as well as additional interactive elements for attendees to enjoy including trivia, virtual 'ghost hunting' for National Ghost Hunting Day, the official <u>Hasbro PulseCon Spotify playlist</u>, and an expansive lineup of panels across brands that featured celebrity guests including <u>Joe Manganiello</u>, <u>Henry Golding</u>, <u>Ashley Eckstein</u>, <u>Dee Bradly Baker</u>, <u>Florence Pugh</u>, David Harbour, John Cena, Joe Russo, <u>Ernie Hudson</u>, <u>Mathwe Lillard</u>, and more.

Two notable reveals from Hasbro Pulse's crowdfunding platform. HasLab. (U.S. and Canada only), HeroQuest and Star Wars The Vintage Collection Razor Crest, were fully funded in less than 36 hours. If you missed it and want to get in on the action, you can pre-order HeroQuest here¹ until 11:59 PM EST on 11.06.2020 and Star Wars The Vintage Collection Razor Crest here until 11:59 PM EST on 11.09.2020.

If you missed any of this exciting fan-first extravaganza, you can catch all of it here on the Hasbro Pulse YouTube channel (for US/CA fans).

Thanks to the amazing viewership during the event, Hasbro will be donating 100,000 products to Toys for Tots!

*HeroQuest not available to ship to Quebec, Canada.



Hasbro PulseCon 2020 Day 2