



## Hasbro PulseCon Ultimate Virtual Pop Culture Celebration for Fans

August 31, 2020

*Hasbro PulseCon Promises to give fans in the U.S. and Canada Front Row Access via Livestream to Hasbro's Iconic Fan Brands, Music and Entertainment September 25-26, 2020; Only on the Hasbro Pulse YouTube Channel*

Introducing the first-ever **Hasbro PulseCon**, a 2-day virtual event that gives fans unprecedented access to their favorite Hasbro brands, music & entertainment. The event will take place on **September 25 and 26** on the **Hasbro Pulse YouTube Channel** and will be hosted by **SYFY Wire** on-air correspondent, writer, and producer, **Jackie Jennings**.

Hasbro PulseCon delivers the experience and connection of conventions for free and right from the comforts of fans' homes, promising to give fans in the U.S. and Canada a front row seat to panels, talent appearances, brand reveals, product giveaways and more; connecting consumers to their favorite brands in an immersive, one-of-a-kind setting that, along with the eOne portfolio, will bring fans the best in entertainment, music, and toys.

Announcements for new innovations and product reveals will take place for brands including **Dungeons & Dragons**, **G.I. Joe**, **Magic: The Gathering**, **Power Rangers**, **Transformers** as well as premiere partner brands **Marvel**, **Star Wars™**, **Ghostbusters**, and more. Highlights from the virtual event will consist of live unboxings, over 50 new product reveals and pre-orders, coveted Hasbro PulseCon exclusive merchandise, livestream panels featuring celebrities and audience Q&A, and surprise experiences.

Additional details and scheduling will be announced soon. To stay up to date, follow [@HasbroPulse](#) on Instagram and visit [HasbroPulseCon.com](#) for more details.

