



## Hasbro Cares: Our Global COVID-19 Response

21 Apr, 2020

Hasbro is working together with our partner factory, Cartamundi, to produce 50,000 face shields per week for front-line medical workers. This much-needed personal protective equipment (PPE) will be donated to local hospitals in Rhode Island and Massachusetts.

As we continue to work through these challenging times together, Hasbro remains dedicated to making a difference by using our resources, expertise and brands to improve the lives of children and their families around the world.

**Hasbro cares**  
COVID-19 Response

We're dedicated to making a difference by using our resources, expertise and brands to improve the lives of children and their families around the world during this difficult time.

**TOYS FOR TOYS**  
Toy & Game Donations  
Children in hospitals experiencing medical isolation  
Red Cross  
Donation to Medical Child Protection Outpatient Clinic for children who have experienced abuse  
Save the Children and Ray of Sunshine and financial support to Hospital Heroes at Kings College Hospital  
Donated toys & games to organizations supporting childcare needs of essential workers

**50k/wk**  
Face Shields  
Hasbro and Cartamundi producing 50k face shields per week for donation

**#BRING HOME FUN!**  
Global initiative providing resources to help keep kids engaged and learning

**DESIGN for CHANGE**  
**DoGoodFromHome** Challenge  
Presenting Sponsor. For every kind act shared, donating toys and games to children of essential workers, up to 25k

**NO KID HUNGRY**  
Helping to provide meals, learning resources and toys & games  
Support for Breakfast Clubs of Canada providing children and families with access to meals

**WIZARDS OF THE COAST PLAY NETWORK**  
Supporting WPN member stores through Mystery Booster initiative

**Peppa Pig**  
Peppa Pig partners with the World Health Organization to help kids wash their hands for 40 seconds whilst singing along with Peppa and her friends

**eOne**  
Lending support to the American Red Cross and product donation to Operation Gratitude and the USS Comfort

**NO KID HUNGRY**  
Assisting food security through support of No Kid Hungry and local community groups  
Donated our new book *The Welcome Wagon: A Cubby Hill Tale* to support Reading Challenge for all RI students

**COVID-19**  
Support for United Way of Rhode Island and Rhode Island Foundation COVID-19 Response Fund

**RHODE ISLAND**  
The Rookie, Nurses, Private Eyes and other productions donated personal protective equipment to front line workers at Toronto General Hospital, UCLA, St. Joseph's Hospital and others

**Take This**  
Take This partnership to support mental health and address social isolation among gamers