



Hop on the Welcome Wagon and Enter the World of Cubby Hill!

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Building upon its diverse portfolio of story-led brands, Hasbro and Abrams Children's Books have launched *The Welcome Wagon: A Cubby Hill Tale*, the debut picture book in the Cubby Hill publishing program. In development at Hasbro for several years, Cubby Hill is a bustling community of bears, bunnies, hedgehogs, and other familiar creatures that celebrates the values of inclusivity, imagination, and acceptance. In a unique pivot for Hasbro, the brand will be introduced first through publishing, with additional entertainment and product categories planned for future release.

Written and illustrated by Cori Doerrfeld, *The Welcome Wagon*, brings the world of Cubby Hill to life with humor, charm, and a whole lot of warmth. Gorgeously digitally illustrated, *The Welcome Wagon* introduces readers to Cooper Cub, a curious young bear who notices a new family moving to the neighborhood. Cooper jumps on his scooter and brings the reader along on a journey through town as he assembles his best friends to welcome the newcomers. Along the way, they consider what the new family might be like and the changes they might bring to Cubby Hill.

"Cubby Hill has been a labor of love for all of us here at Hasbro," said Michael Kelly, VP of Global Publishing at Hasbro. "This is the first time Hasbro has introduced a new brand through books, and we're excited to be working with Abrams and Cori on this amazing project."

