



Global Day of Joy: Hasbro's Annual Commitment to Living Out Our Purpose

December 12, 2019

In December 2019, Hasbro celebrated our seventh annual company-wide day of service, the Global Day of Joy. Our purpose is to make the world a better place for children and their families. On this special day, we see our purpose come to life, coming together as a team and engaging our philanthropic partners through more than 250 service projects worldwide. In just one day, Team Hasbro's incredible commitment to volunteerism made a difference for more than 100,000 children in 42 countries around the world.

At Hasbro, service isn't just something we do; it's part of who we are. In 2019 we experienced our most successful Global Day of Joy with **95% employee volunteer participation; almost three times the corporate average***.

In Colombia, Team Hasbro celebrated the opening of a new school serving underprivileged children in the desert region of La Guajira. The team provided a grant to fund the electricity at this school and were greeted with open arms by the smiling children and families in the community.

Team Hasbro Amsterdam constructed a toy library, a joyous space of play and learning for a nonprofit partner in one of our export markets. Hundreds of employees in China delivered the joy of our toys and games to children in local hospitals and hosted Game Days so children could "play with the pros". At headquarters in Rhode Island, employees dressed up as elves and delivered toys to every elementary school child in three of the largest local school districts. Since its inception in 2013, we are proud to say that Global Day of Joy has made a difference for more than 600,000 children worldwide.

Click [here](#) to learn more about Hasbro's Philanthropy programs.

*According to the Chief Executives for Corporate Purpose (CECP) annual benchmarking report Giving in Numbers, the average participation for corporate volunteer programs in 2019 was 34%.

