



Hasbro's MAGIC: THE GATHERING Recognized as One of Fast Company's 2022 Brands That Matter

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Hasbro is thrilled to announce that MAGIC: THE GATHERING has been named one of Fast Company's Brands That Matter for 2022. Brands That Matter is the world's leading program for showcasing brands that communicate and demonstrate brand purpose.

Hasbro is deeply committed to our company Purpose of creating joy and community for all people around the world, one game, one toy, one story at a time, and we strive to inspire a more inclusive, sustainable and connected world. MAGIC: THE GATHERING uses its beloved brand to elevate underrepresented voices and benefit organizations impacting underserved communities.

The Fast Company Brands That Matter award recognizes MAGIC: THE GATHERING's 2021 "Black is Magic" Secret Lair campaign to benefit Black Girls CODE. The product honored Blackness in its beautiful, global entirety, celebrated Black history and culture, and was curated, developed and designed by Black artists. The nearly \$1 Million donation from Wizards of the Coast, as a result of the Black is Magic campaign, helped to support the training of 3,200 students through more than 100 Black Girls CODE programs, including game design and digital arts workshops, summer camps and enrichment activities. Through the Hasbro Foundation, we are excited to expand our partnership with Black Girls CODE, funding "CODE Clubs" in Seattle and Rhode Island.

"Our driving ethos is that Magic: The Gathering is for everyone," said Ken Troop, Vice President of the MAGIC: THE GATHERING franchise. "We're incredibly proud of the impact of our 'Black is Magic' drop. 'Black is Magic' is a great example of how we're bringing underrepresented voices and groups to the front of Magic and driving inclusivity across the brand experience."

This is an incredibly exciting time for Hasbro and MAGIC: THE GATHERING as we kick off the brand's 30th anniversary. As part of the Brands That Matter honor, Fast Company will feature an interview with Ken Troop in its November issue.

To learn more, visit: <https://www.fastcompany.com/90796627/fun-fandom-brands-that-matter-2022>

