What’s New at Hasbro: Partnerships, Collaborations & Experiences You Can't Miss!

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From immersive digital gaming experiences to collaborations and unforgettable live events, Hasbro is bringing joy to fans of all ages through partnerships and licensed-based entertainment. Through these collaborations, we're able to bring our beloved brands to even more people, providing new and exciting experiences. Let's dive in and see what's new in the world of licensing and licensed-based entertainment at Hasbro!

Fashion

- Transformers Rise of the Beasts x Disguise: Disguise, Inc. has announced worldwide rights to design, manufacture, and distribute costumes and accessories for Hasbro's Transformers: Rise of the Beasts movie. The latest installment in the Transformers series premiered globally on June 9, 2023. See the costumes here: https://tformers.com/new-disguise-costumes-coming-for-transformers-rise-of-the-beasts/50123/news.html
- Mr. Potato Head x Anya Hindmarch collab: Hasbro and luxury fashion label Anya Hindmarch have collaborated on the launch of the highly anticipated Anya Hindmarch x Mr. Potato Head capsule collection. The collection features small leather goods showcasing the iconic Mr. Potato Head character and is available at Anya Hindmarch, Net a Porter, and Matches. Shop the collaboration here: https://us.anyahindmarch.com/pages/search-results?q=potato
- MyLittlePony x Alex Woo: Hasbro has partnered with luxury fashion label Anya Hindmarch for the launch of the MyLittlePony x Alex Woo collection. This collection of small leather goods features the beloved My Little Pony characters and is available at Anya Hindmarch, Net a Porter, and Matches. Shop the collaboration here: https://www.alexwoo.com/collections/my-little-pony

New in Toys and Games

- MONOPOLY is introducing several new editions including:
- MONOPOLY: Luton Edition Charities.
- MONOPOLY: Birmingham Edition.
- MONOPOLY: Snowdonia Edition.
- MONOPOLY: Snowdonia Edition Charity.
- MONOPOLY: Bristol Edition.
- MONOPOLY: Loughborough Edition.

Grand Openings

- Hasbro City Mexico Grand Opening event: Hasbro City in Mexico offers themed attractions based on iconic Hasbro brands. Guests can now

experience MONOPOLY, Mr. Potato Head, Transformers, and more in this high-quality family entertainment center, the first of its kind in Latin America. Read more about the opening: https://www.inparkmagazine.com/hasbro-city-opens-in-mexicos-paseo-interlomas/

- Peppa Pig Play Cafe Chengdu Opening: The first Peppa Pig themed play café, "Peppa Pig Play Café," has opened in Southwest China. It is already a new landmark for families in Chengdu and provides a fun and engaging attraction for parents and children. Learn more about the opening: https://licensinginternational.org/news/southwest-chinas-first-peppa-pig-play-cafe-opens-in-chengdu-vintai-in99-shopping-center/

Publishing

- Transformers #1 Decepticons: Skybound, in partnership with Hasbro, has revealed the full lineup of Decepticons appearing in the new Transformers comic by writer/artist Daniel Warren Johnson. The first issue will be released on October 3, 2023.

Coming Soon

- TRANSFORMERS: EARTHSPARK - Expedition: Outright Games has announced a new action-packed single player TRANSFORMERS video game inspired by the original animated series. The game will launch later this year on Xbox One, Xbox Series X|S, PlayStation 4, PlayStation 5, Nintendo Switch, and PC.
- Peppa Pig Dallas Theme Park groundbreaking event: Merlin Entertainments, in partnership with Hasbro, has broken ground on North America's second Peppa Pig Theme Park in North Richland Hills, Texas. Designed for children aged three to six, the theme park will feature rides, interactive attractions, themed playscapes, and shows when it opens in 2024. Read about the groundbreaking here: https://www.travelweekly.com/North-America-Travel/Construction-begins-Peppa-Pig-theme-park-near-Dallas
- Peppa Pig Germany Theme Park groundbreaking event: Construction of a new Peppa Pig theme park is planned in Guenzburg, Bavaria. The park is set to open in 2024, just in time for the Global Brand's 20th Anniversary. Learn more about the plans here: https://www.inparkmagazine.com/germany-to-get-europes-first-stand-alone-peppa-pig-theme-park/

That's all for this edition of What's New at Hasbro! Keep an eye out for these exciting releases and experiences in the world of Hasbro. Stay tuned for more updates!