



## Hasbro Proudly Supports Games for Change, Using Games and the Power of Play to Make a Positive Global Impact

29 Jul, 2023

For two decades, Games for Change (G4C) has been a leader in leveraging games and immersive media for positive global impact. By partnering with technology companies, nonprofits, and academic institutions, G4C has created a thriving community that empowers creators to drive real-world change. In celebration of its 20th anniversary, G4C is hosting a week-long event in multiple locations across New York City and steaming virtually worldwide.

This year, Hasbro is a major partner in the Games for Change Festival as part of our ongoing commitment to empowering the next generation of Playmakers. Hasbro is contributing in various ways, including participating in panels, exciting game-related initiatives, and brand activations.

To kick off the week, Games for Change is hosting a Games and Sustainable Development Goals (SDG) Summit at the United Nations, inviting leaders to explore the transformative potential of games and immersive media to advance the [United Nations Sustainable Development Goals](#) – and Cynthia Williams, President of Hasbro Gaming and Wizards of the Coast, will deliver a talk on the Power of Play.

During the festival, leaders from Hasbro's Dungeons & Dragons brand will host a panel D&D Gets Straight A's in Schools discussing the learnings of incorporating D&D into classrooms and schools. In 2022, teachers were able to download D&D-inspired teaching kits at no cost, leading to positive results for over 9 million teachers, students, and families. The panel will be moderated by Dan Ackerman, Editorial Director of Computers and Gaming at CNET, and will feature Dan Rawson, Senior Vice President and Global Play Lead of Dungeons & Dragons, Shelly Mazzanoble, Senior Brand Manager at Wizards of the Coast, and teacher Kade Wells.

The Games for Change Awards celebrate the year's best games and XR experiences for social impact and learning. The Best Board or Tabletop Game is a newly added category, and Hasbro is taking part in a special way by selecting the winner; the award will be presented by Cynthia Williams.

Finally, Hasbro will be actively engaging with students and aspiring game designers through the G4C Next-Gen Fest. During these sessions, more than 300 students will have the opportunity to learn from professionals in the gaming industry, including Hasbro's own designers Jose Acevedo-Checo (Magic: The Gathering) and Matthew Velardo (Hasbro Gaming).

Hasbro is a proud supporter of Games for Change programming year-round through the Games for Change Student Challenge, the leading national student game design program that combines middle and high school students' passion for games with digital learning and civic engagement.

Please visit the Games for Change website for more details on specific dates, locations, and the complete program schedule:  
<https://festival.gamesforchange.org/>