



Hasbro Announces Women Innovators of Play Event

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Hasbro Announces Women Innovators of Play Event Celebration will Connect and Recognize Women Innovators Around the Globe

Virtual Event Open to Worldwide Audience Sept. 12

PAWTUCKET, R.I.--(BUSINESS WIRE) – August 22, 2023—Hasbro, Inc. (NASDAQ: HAS), a leading toy and game company, today announced the Hasbro Women Innovators of Play event, held virtually on September 12 between 10 am – 12:30 pm ET. A special key announcement will also be shared during the day's program.

The event will be centered on women's leadership, innovation, and women-led creativity. Participants will learn about the process of pitching a new toy or game and the journey through the Hasbro pipeline from concept to creation. Attendees can expect a dynamic program that includes discussions with actor, director, and entrepreneur, Aisha Tyler; board game designer Elizabeth Hargrave; Head of Toy at Hasbro, Kim Boyd; and President of Wizards of the Coast and Hasbro Gaming, Cynthia Williams.

"Women inventors have played a vital role throughout history – and at Hasbro, we are dedicated to connecting and collaborating with innovative women with revolutionary ideas," said Kim Boyd, Head of Toy at Hasbro. "In our 100 years in business, Hasbro has consistently supported women trailblazers, including the inventors of Guess Who (Ora Coster) and Candy Land (Eleanor Abbott) and we're proud to highlight women leaders across the world about the toy industry and beyond."

Join Hasbro in this unprecedented opportunity to connect with and learn from women innovators.

- Register for the event, which is held free and open to anyone over 18 years old, [here](#).
- See the list of speakers [here](#).

About Hasbro

Hasbro is a leading toy and game company whose mission is to entertain and connect generations of fans through the wonder of storytelling and exhilaration of play. Hasbro delivers engaging brand experiences for global audiences through toys, consumer products, gaming and entertainment, with a portfolio of iconic brands including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, Hasbro Gaming, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands.

Hasbro is guided by our Purpose to create joy and community for all people around the world, one game, one toy, one story at a time. For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, one of the World's Most Ethical Companies by Ethisphere Institute and one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50. For more information, visit <https://corporate.hasbro.com>.