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

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From immersive digital gaming experiences to fashion collaborations and unforgettable live events, Hasbro is working with best-in-class partners around the globe to bring our beloved brands to even more families and fans of all ages. Let's dive in and see what's new in the world of licensing at Hasbro!

Location Based Entertainment

- TRANSFORMERS: The Ark Restaurant Opening in Shanghai: Following a successful launch in Hong Kong, Á La Carte Hong Kong Co., Ltd. ('Á La Carte'), a wholly-owned catering business subsidiary of iFree Group, is taking its immersive, high-tech and dynamic TRANSFORMERS: The Ark restaurant to its second major city in Asia – Shanghai – in 2024. The immersive restaurant concept not only brings exciting and interesting experience to guests, but also provides healthy and nutritionally balanced meals.
- MONOPOLY Dreams Opening in Melbourne: The one-of-a-kind immersive entertainment experience inspired by the world's most beloved board game, announced the official release of tickets for the eagerly anticipated attraction in Melbourne, Australia. This unparalleled experience allows visitors to step into the larger-than-life world of Mr. Monopoly and explore famous landmarks, iconic characters, and exciting challenges, all brought to life in a stunning and interactive environment. Learn more: https://monopolydreams.com.au/
- NERF Mania Opening in Brazil: Hasbro has unveiled the first-ever NERF-themed land at Beto Carrero World in Brazil, set to open with new attractions and experiences next month. Launching on 12 October, NERF Mania is a 14,000-square-metre land offering family-friendly rides, a themed restaurant and shop. Read more about the upcoming opening: https://blooloop.com/theme-park/news/hasbro-beto-carrero-world-nerf-land/

Fashion

- PEPPA PIG x Natural History Museum: Hasbro and London’s Natural History Museum have come together to release a brand-new line of clothing and merchandise inspired by PEPPA PIG - available exclusive to F&F at Tesco supermarkets in the United Kingdom. Each item features Peppa and her brother George in a science or nature design. Learn more: https://licensing.biz/hasbro-and-natural-history-museum-unveil-peppa-pig-apparel/

Music

- PEPPA PIG ‘Let’s Jump In’ The Album: The album, released by Hasbro and Sony Magic Star, consists of seven brand new songs. The focus single, "Let’s Jump In!", is an anthem that will inspire children to feel confident in trying new things, with their best friend Peppa by their side. It’s across all digital streaming platforms including Spotify, Apple Music and Amazon Music. Listen here: https://music.apple.com/us/album/lets-jump-in-the-album/1700947724

Toys and Games

- LITTLEST PET SHOP Kicks Off Massive Global Relaunch with New Roblox Experience: One of the most well-known collectible toy brands in

history, LITTLEST PET SHOP, will be marking its long-anticipated return to retail with an immersive digital play experience on the global-phenomenon gaming platform, Roblox. The brand-new pet simulation game, which will launch worldwide in December 2023, is a joint collaboration between LITTLEST PET SHOP Master Toy licensee, Basic Fun!, Hasbro and Suit Up Games, a Roblox development studio specializing in high-engagement branded experiences for young audiences: PRESS RELEASE NOT LIVE YET

MONOPOLY is introducing several new pop-culture and location-based editions, including:

- MONOPOLY: National Lampoon's Christmas Vacation Edition
- MONOPOLY: The Witcher Edition
- MONOPOLY: Huntington Beach Edition
- MONOPOLY: Chiang Mai Edition
- MONOPOLY: Lancaster Edition
- MONOPOLY: Loughborough Edition
- MONOPOLY: WMI Royal Leamington Spa Edition
- MONOPOLY: Penang Edition

Publishing

- POWER RANGERS– BOOM! Mighty Morphin Power Rangers #112: BOOM! Studios, under license by Hasbro, revealed a first look at MIGHTY MORPHIN POWER RANGERS #112, the continuation of the DARKEST HOUR event, taking place after the bold and greatly anticipated Reunited, Recharged era of Mighty Morphin Power Rangers. The superstar creative lineup includes writer Melissa Flores (Power Rangers, The Dead Lucky), artist Hendry Prasetya (Star Trek), colorist Matt Herms (Archie, All-New Firefly), and letterer Ed Dukeshire (The Woods, Irredeemable) in the continuation of this monumental 12-month event.

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!