



## Hasbro Launches the NERF Brand's First-Ever Official Sport "NERFBALL" With Exhibition Game Featuring New Gear & Technology

28 Sep, 2023

Fans can watch the NERFBALL – Battle in the Bubble exhibition game on [nerfball.hasbro.com](https://nerfball.hasbro.com) and start training for their own NERFBALL tournaments at the NERF Action Xperience at Garden State Plaza mall in New Jersey starting in 2024

Download Photos from NERFBALL – Battle in the Bubble [HERE](#)

PAWTUCKET, R.I.--(BUSINESS WIRE)--Sep. 28, 2023-- Hasbro, Inc., a leading toy and game company, today launched NERFBALL, the NERF brand's first-ever official sport in its 50+ years of history, by releasing the full gameplay video of the **NERFBALL – Battle in the Bubble** exhibition game. Since 1969 when the iconic brand was first introduced to the world with the original NERF ball, dozens of iterations of NERF have been created across consumer products categories from sports items to blasters and much more. What started with a simple NERF foam ball more than 50 years ago comes full circle through the cutting-edge competitive sport, NERFBALL.

Now, fans can watch NERFBALL's exciting and heart-pounding combination of paintball-style play with the speed and agility of basketball, all combined with buzzer beating shots and unbelievable highlight moments that took place at the first NERFBALL tournament on September 22, 2023, at the IMG Academy in Florida. [Donald Driver](#), one of football's all-time leading receivers, dance competition champion and best-selling author, captained a stacked team of talented athletes including [Isaiah Flohim](#), [Jada Williams](#), [Jessica Gardner](#), [Kiyon Anthony](#), [Sofia Chepenik](#) and [Trace Young](#). In opposition, "[Out of Darts](#)" (AKA Luke Goodman) brought his love for NERF and expertise on blaster fun to his advantage with his team of athletes including [Dontavious Hill](#), [Hannah White](#), [Lyric Swann](#), [Maya Brady](#), [Meechie Johnson](#) and [Mitchell Pehlke](#).

The first official NERFBALL game comprised of four, 4-minute quarters, where the two powerhouse teams engaged in a heated competition in hopes of coming out on top. Athletes were each assigned a position – Defender, Midfielder and Runner – and used an official NERF PRO LEAGUE ball, [NERF PRO STRYFE X blaster](#) and NERF PRO darts to score points in two ways; shoot the NERFBALL through the net for six points or hit an opposing player with a dart for one point. In 2024, NERF will roll out hit detection gear with proprietary foam incorporating XO-Nano technology, giving players a way to detect dart hits in real-time.

"In 2019, we set out as a team on a journey to invent the first official sport of NERF and along the way created some of the most break frame technology to enhance the playing experience. Our vision for NERF continues to be to fuel the future of social active play & the launch of NERFBALL is one incredible milestone as we continue to build on that vision," said Adam Kleinman, SVP & GM, NERF, Hasbro. "Being able to answer the question, 'Did I get hit' through industry leading innovation is certainly a dream come true and something we are so excited to bring to consumers around the world."

Starting in 2024 you can play NERFBALL at NERF Action Xperience (NERF AX) at Garden State Plaza mall in New Jersey, where fans can experience the heart-pounding play as seen in NERFBALL – Battle in the Bubble. The franchising of NERFBALL allows the new NERF Sports segment to reach audiences everywhere. The expansion provides businesses with numerous opportunities to reach consumers through play, products, and experiences.

"For nearly 55 years, NERF has built its reputation across the globe as the go-to social active play brand. NERF AX acts as an extension of this lifestyle, inviting fans and families to join for thrilling experiences, dynamic gaming and much more," said Matt Proulx, VP, Global Experiences, Partnerships and Music at Hasbro. "We have big plans for NERF AX in 2024, with North American locations set to open in New Jersey and Tennessee. To add to the excitement, fans who visit NERF AX at New Jersey's Garden State Plaza mall will be among the first to play NERFBALL. Keep an eye out for updates so you can come by and put your skills to the test!"

In addition to playing at NERF AX at Garden State Plaza mall, fans can also look forward to playing in their own backyards. Soon, Hasbro will announce additional details on how fans can play at home with official NERFBALL gear. Sign up at [hasbropulse.com/nerfball](https://hasbropulse.com/nerfball) to stay up to date.

With multiple levels of play – from pro-grade tournaments to backyard sessions – NERFBALL is an inclusive and adaptable game built by athletes for athletes, encouraging physical activity, teamwork, friendly competition and of course, fun.

For regular updates on NERF, follow the official brand social channels on [Instagram](#), [Threads](#), [Facebook](#) and [TikTok](#). It's NERF or Nothin'!

### **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>.

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Crystal Flynn, Hasbro, Inc. | [crystal.flynn@hasbro.com](mailto:crystal.flynn@hasbro.com) | 617-849-2368

Source: Hasbro, Inc.