



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

30 Oct, 2023

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

- NERF Action Xperience Manchester Grand Opening: Unleash your inner warrior as [NERF Action Xperience](#) (NERF AX), Europe's first NERF-themed family entertainment center, opens its doors in Manchester's [Trafford Palazzo](#). NERF AX is a thrilling, indoor NERF activity center boasting a variety of action-packed activities and themed arenas designed to immerse you in the exhilarating world of NERF. From NERF training to epic blaster battles and sports challenges, there's something for everyone to enjoy. Learn more: <https://ilovemanchester.com/nerf-action-xperience-manchester>
- 'PEPPA PIG Live! - Peppa on Adventure' Tour in the Netherlands: The latest live show from the PEPPA PIG – 'PEPPA PIG Live! - Peppa on Adventure' – premiered in Schouwburg Amstelveen this month. It is the third show about Peppa and her friends, which producer Van Hoorne Entertainment is bringing to Dutch theaters alongside Hasbro. 'PEPPA PIG Live! - Peppa on Adventure' can be seen in major theaters nationwide through June 23, 2024. Tickets for the show are on sale at www.vanhorne.com/peppapig
- 'PEPPA PIG's Sing-Along Party!' Spring US Tour Extended: Round Room Live, together with Hasbro, announced that 'PEPPA PIG's Sing-Along Party!', the interactive production currently on tour throughout the U.S., will resume performances on March 7th, 2024. Fans will have the opportunity to sing, dance and jump in puddles with Peppa as 'PEPPA PIG's Sing-Along Party!' travels to an additional 60 cities, including Fort Worth, San Francisco, Seattle, Cincinnati, and North Charleston. For tickets and additional information, visit www.peppapigliveus.com
- PEPPA PIG Theme Park in Germany Reveals Attractions: PEPPA PIG Park Günzburg, opening in 2024 just steps away from LELGOLAND Deutschland, will feature a total of five attractions and seven different PEPPA-themed playgrounds. Among them is Daddy Pig's roller coaster - a first real roller coaster experience for toddlers and preschoolers. Exclusive and strictly limited First-to-Play tickets are now available at www.peppapigpark.de/tickets

Toys and Games

- OUIJA: Wednesday Edition: Usaopoly (The Op) has collaborated with Amazon MGM Studios on the launch of a spooky twist on the classic Ouija board game, OUIJA®: Wednesday Edition, under license by Hasbro. Bringing all of the fun and ghoulish details from Nevermore Academy to the iconic spirit board, the game will enable fans to summon and speak to spirits alongside one of their favorite characters. Snag your own game here: [OUIJA®: Wednesday – The Op Games](#)

- LITTLEST PET SHOP Bandai Distribution Deal: Bandai, a leading global marketer of toys and entertainment products, has been appointed distributor in the UK and key EU markets for the relaunch of the iconic collectible range, LITTLEST PET SHOP. First launched by Hasbro in 1992, the relaunch of LITTLEST PET SHOP will be driven by a multi-year exclusive partnership between Hasbro and Basic Fun!. As part of its distribution agreement with Basic Fun!, Bandai will bring this legacy toy collection to the UK, Ireland, France, Belgium, Luxembourg, The Netherlands, Germany, Austria, Switzerland, Italy, Spain & Portugal, and Mexico in 2024.
- CLUE: Squishmallows Edition: Usaopoly (The Op), launched a new, plush-inspired version of a classic mystery game with CLUE®: Squishmallows Edition, under license by Hasbro. As the holiday season quickly approaches, the new game makes for the perfect gift for fans on the lookout for new ways to squish, collect, and squad up with their favorite Squishmallows. Learn more: <https://toybook.com/clue-squishmallows-launch/>

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

- MONOPOLY: Richmond Edition
- MONOPOLY: Lancaster Edition
- MONOPOLY: Cleveland Edition
- MONOPOLY: Nashville Edition
- MONOPOLY: Portland, Maine Edition

Publishing

- POWER RANGERS – Mighty Morphin Power Rangers #113: BOOM! Studios, under license by Hasbro, revealed a first look at MIGHTY MORPHIN POWER RANGERS #113, the continuation of the DARKEST HOUR event, taking place after the bold and greatly anticipated Reunited, Recharged era of Mighty Morphin Power Rangers. Print copies are available at local comic book shops or at the BOOM! Studios webstore. Digital copies can be purchased from content providers like comiXology, eBooks, Google Play, and Kindle.
- G.I. JOE – Cobra Commander #1 & Duke #1 First Looks: Skybound, in collaboration with Hasbro, revealed an impressive lineup of variant covers and a first look at interior pages of Cobra Commander #1 from writer Joshua Williamson (DC's Superman, Dark Ride), artist Andrea Milana (Impact Winter: Rook) and colorist Annalisa Leoni (Oblivion Song). The debut issue of the Energon Universe's newest limited series arrives in comic book shops on January 17, 2024. Learn more: <https://www.skybound.com/announcements/g-i-joe/check-out-pages-from-cobra-commander-1-and-duke-1>
- G.I. JOE – A Real American Hero #301 First Look: Skybound, in collaboration with Hasbro, debuted an all-new first look at G.I. JOE: A Real American Hero #301. One of the longest running non-superhero comics of all time, G.I. JOE: A Real American Hero launches at Skybound with legendary series writer Larry Hama (Marvel's Wolverine) continuing his record-breaking run on the series, joined by fan-favorite artist Chris Mooneyham (DC's Nightwing, Sgt. Rock and the Unknown Soldier) and colorist Francesco Segala (Mighty Morphin Power Rangers) breathing new life into the iconic characters, and with covers by the incomparable Andy Kubert (Marvel's X-Men). G.I. JOE: A Real American Hero #301 arrives in comic book shops on November 15, 2023. Read more about it: <https://www.skybound.com/announcements/g-i-joe/first-look-g-i-joe-a-real-american-hero-301>

Digital Gaming

- Outright Games x TRANSFORMERS: EARTHSPARK Expedition: Outright Games, in collaboration with Hasbro, launched TRANSFORMERS: EARTHSPARK - EXPEDITION, the first video game set in the world of the animated TV series TRANSFORMERS: EARTHSPARK. The game tells an original story that sees iconic Autobot Bumblebee face a mysterious threat from his past and is available now on Xbox One, Xbox Series X|S, PlayStation 4, PlayStation 5, Nintendo Switch and PC. On this action-packed adventure, players find Bumblebee on a mission to stop the villainous Dr. Meridian aka "Mandroid" as they freely explore three massive biomes and complete quests given to them by their new allies called the Terrans, an all-new generation of Earthborn bots created originally for the TRANSFORMERS: EARTHSPARK animated series. Learn more: <https://outrightgames.com/us/games/transformers-earthspark-expedition/>

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

