Hasbro Announces Winners of the Hasbro Women Innovators of Play Challenge

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On September 12, Hasbro launched the Hasbro Women Innovators of Play Challenge to search for the next great woman-led mass market toy or game. The ideas were judged on innovation, mass marketability, fun factor and playability, design and aesthetics and manufacturability. After an incredible number of promising toy and game submissions, we are thrilled to announce the winners of the Challenge. While we can't yet share details about the specific games because of the work our inventor relations team is doing with the winners on their creations, stay tuned for the exciting Hasbro-supported inventions to be announced in 2024!

- Ellie Dix (inventor of a family card game): Ellie is a British board game designer from a big game-loving family. She is the owner of The Dark Imp, a family board game publisher, and author of the book The Board Game Family. Ellie is always working on at least ten different games. She loves math, musicals, and ballroom dancing. She can't cook, but she can sing and do silly accents.
- Sandra Harewood: (inventor of a family word game): Sandra was born and raised in London. She has two sons. She is a lifelong board games and cards enthusiast. An early prototype of the winning game that Sandra invented was presented at the White House. Sandra is a Women in Games Ambassador (UK).
- Mandy and Maggie Goddard (co-inventors of a preschool game): Mandy is a Project Manager and Board Game Designer from Carmel, Indiana. She has co-designed several games with her husband, Jordan, and often gains inspiration from playing with her kids, Maggie (6) and Charlie (4). Maggie enjoys coming up with new game ideas, and Charlie loves being the official tester for the family.

To follow more Women Innovator of Play news, visit https://spark.hasbro.com/womeninnovators#contest.

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.