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

- NERF Action Xperience Manchester Grand Opening: The first NERF Action Xperience in Europe, located in Trafford Palazzo, has officially opened with seven days a week access. Managed by Manchester-based entertainment specialists Rocafella Leisure and under license from Hasbro, the centre features four action-packed NERF zones, including thematic blaster battlegrounds, training activities and a NERF sports arena. For more information about NERF Action Xperience Manchester, and to buy tickets, visit www.nerfax.co.uk.
- NERF Action Xperience China Agreement: Kingsmen Xperience, Inc., the US location-based entertainment focused subsidiary of Kingsmen Creatives Ltd, and Max-Matching Entertainments, one of the largest investors, developers, and operators of location-based entertainment in China with rapid expansion across Asia, have formed a strategic partnership to bring the globally popular NERF Action Xperience family entertainment centers to China beginning in 2025. The permanent NERF Action Xperience indoor family entertainment centers are planned to open first in Beijing, followed by other locations throughout China.

Promotions

- CANDY LAND x Sugarfina: Luxury candy brand Sugarfinia has teamed up with Hasbro to launch a special edition of CANDY LAND featuring gourmet treats. To go along with the launch of the board game, Sugarfina is offering the Strawberry Pink Cloud Chocolate Bar, a strawberry-flavored white chocolate bar topped with pop rocks and sparkling sugar. The collaboration is available now at sugarfina.com.

Toys and Games

- TABOO: Disney Edition: Usaopoly (The Op), the board game and puzzle publisher behind iconic licensed games and best-selling party games Telestrations® , Blank Slate™, and Hues and Cues™, has launched the first-ever licensed version of the iconic game, TABOO, with TABOO®: Disney Edition. Under license by Hasbro and Disney, The Op Games will bring one of the most beloved brands to the tabletop in a new form. Now, fans can put 100 years of Disney knowledge to the ultimate test in what is sure to be a must-have holiday gift for Disney fans. You can check out the game here: https://theop.games/products/taboo-disney-edition

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

- MONOPOLY: Tulsa Edition
- MONOPOLY: Denton Edition
- MONOPOLY: San Luis Obispo Edition

- MONOPOLY: Penang Edition
- MONOPOLY: Savannah Edition
- MONOPOLY: Charleston Edition
- MONOPOLY: Santa Barbara Edition
- MONOPOLY: Woodlands Edition

Publishing

- POWER RANGERS – BOOM! First Look: MIGHTY MORPHIN POWER RANGERS #115 BOOM! Studios, under license by Hasbro, revealed a first look at MIGHTY MORPHIN POWER RANGERS #115, 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 Simona Di Gianfelice (All New Firefly), colorist Raúl Angulo (Mech Cadet Yu) with assistance by Jose Enrique Fernández, and letterer Ed Dukeshire (The Woods, Irredeemable) in the continuation of this monumental 12-month event, available in December.
- G.I. JOE – Skybound Duke #1 First Look: Skybound, in collaboration with Hasbro, revealed new interior pages of Duke #1 from writer Joshua Williamson (DC's Superman, Dark Ride), artist Tom Reilly (The Thing) and colorist Jordie Bellaire (W0rldtr33). Codename: G.I. JOE begins HERE! Duke promises to tell the story you've never read before – the origins of G.I. JOE and Cobra in a world grappling with the arrival of the Autobots and Decepticons. The debut issue of the Energon Universe's highly anticipated new limited series arrives in comic book shops on December 27, 2023.

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!