



HASBRO CITY TAKES HOME THE BRASS RING AWARD AT IAAPA HONORS 2024!

03 Mar, 2024

The Award Recognizes **HASBRO CITY** as the **Best Family Entertainment Center in the World**

Las Vegas, Nevada, March 03, 2024. **HASBRO CITY** is pleased to announce that it has been honored by **IAAPA** (International Association of Amusement Parks and Attractions) as the winner of this year's award for the **Best Family Entertainment Center in the World**.

The **IAAPA Brass Ring Awards** celebrates achievements in innovation, creativity and excellence in the attractions and entertainment industry, and are considered the most prestigious and influential awards globally. Founded in 1918, **IAAPA** is the most relevant and impactful trade association for international amusement centers. The organization represents nearly 6,000 members from more than 100 countries around the globe.



Members of **HASBRO CITY's** Board of Directors, in representation of staff and collaborators, received this award during a special ceremony held at the spectacular The Venetian Resort, in Las Vegas, Nevada, USA.

"We are honored to receive this award as it is the highest recognition in our industry of the high-quality of experience, we have created at **HASBRO CITY** for families in Mexico. Our strategic partnership with Hasbro will see us continue to create experiences regionally and globally that will elevate the themed entertainment industry and bring joy and foster memories for generations of families," said Fernando López, Chairman of the Board of Directors of REIL and Hasbro City.

"I could not be more proud of the Hasbro Location Based Entertainment team and VXT Group for their support to make **HASBRO CITY** an award-winning family entertainment experience," Matt Proulx, Vice President of Global Experiences, Partnerships and Music at Hasbro Inc. "VXT Group have been outstanding partners, helping to bring to life our beloved brands through thrilling experiences and attractions. We are honored to be chosen as the winner of the **IAAPA Brass Ring Awards** and energized by this win to continue our work in Latin America with VXT Group to deliver joy to all for years to come."

HASBRO CITY is the only Family Entertainment Center in Latin America where you can find world-class rides, attractions and interactive experiences inspired by several of Hasbro's iconic and multi-generational brands and characters, such as TRANSFORMERS, MY LITTLE PONY, MONOPOLY, POWER RANGERS, PLAY-DOH, POTATO HEAD and NERF, among many more. An extensive offering of themed food and drinks, seasonal events and the only official Hasbro store in the country, complement the exciting experience in this fun space for the whole family.

"On this occasion, we wish to share this award with all our FANS, ambassadors and staff, because it is for them that we continue to create experiences that foster memories for the entire family," commented visibly touched Luis Narchi, Member of the Board of Directors of REIL and Hasbro City, and Luis Javier Santoyo, General Manager of Hasbro City.

About HASBRO CITY

HASBRO CITY is a family entertainment center with a unique offering of attractions, skill and video game machines, character shows, meet and greets, and food and beverage experiences for the whole family, based on **HASBRO's** iconic brands such as **MONOPOLY, POTATO HEAD, MY LITTLE PONY, POWER RANGERS, TONKA, TRANSFORMERS** and many more.

About REIL:

REIL is a specialized company that designs, produces and implements family entertainment experiences focused on the "smart money & user experience" model. As part of the Private Equity Fund VXT Capital, our vision is to foster and promote strategic alliances to achieve excellence in business, adding value to Mexico and to our collaborators, investors and partners.

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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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