



## HASBRO ANNOUNCES 'TIL ALL ARE ONE: TRANSFORMERS 40th ANNIVERSARY EVENT FEATURING EPISODES FROM THE TRANSFORMERS CLASSIC TV SHOW

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### 40 YEARS. ONE LEGACY.

*Relive the Magic of the 1984 Animated Series Featuring an Exclusive Behind-the-Scenes Table Read with Peter Cullen, Frank Welker and Other Original TRANSFORMERS Voice Actors – Only in Theaters Starting May 15*

Press Kit [LINK](#)

**PAWTUCKET, RI — April 3, 2024** –Hasbro Inc., a leading toy and game company, announced today a special cinema experience to celebrate four decades of the TRANSFORMERS franchise with ' **TIL ALL ARE ONE: TRANSFORMERS 40<sup>th</sup> ANNIVERSARY EVENT**. Honoring the brand's legacy in bringing continuous action and adventure to fans of all ages, the theatrical event will provide limited screenings of episodes from the classic 1984 animated series " *THE TRANSFORMERS*." Screenings will be available in *select* cinemas across the US, UK and Mexico, along with *select* territories in Europe, Latin America and Asia starting on Wednesday, May 15. Tickets for the TRANSFORMERS 40th Anniversary Event will go on sale at [Transformers40thCinemaEvent.com](https://Transformers40thCinemaEvent.com) on Wednesday, April 10 at 9.30am Local Time.

This special cinema experience will take fans back to the very beginning as some of the TRANSFORMERS original voice-over talent, including Peter Cullen (original voice of Optimus Prime) and Frank Welker (original voice of Megatron), team up for the first time in decades to revisit their characters and recreate the enduring magic of the classic 1984 animated series. An exclusive behind-the-scenes table read appears on a split screen for the pilot episode, *More Than Meets the Eye, Part 1*, followed by a traditional screening of the next three episodes of the series. Fans can experience the original Saturday morning cartoon on the big screen and get a glimpse of its evolution with a sneak peek of the new season of the original animated kids' series *TRANSFORMERS: EARTHSPARK*. This is a once-in-a-lifetime opportunity to celebrate 40 years of TRANSFORMERS action, humor and legacy at an anniversary event that is truly... More Than Meets the Eye!

"For decades, the battle between the Autobots and Decepticons has come to life in movies, comic books, innovative toys, live experiences and digital media, elevating the TRANSFORMERS brand to a global powerhouse franchise with millions of fans around the world. To celebrate 40 years, we're bringing fans back to where it all started," said Alyse D'Antuono, Vice President, Global Franchise Strategy & Management, Action Brands at Hasbro. " *THE TRANSFORMERS* animated series captured the imagination of fans of all ages when it premiered in 1984, introducing a timeless battle between good and evil fueled by action and adventure. Ask any longtime fan, and they can probably tell you where they were when they first heard Optimus Prime's iconic phrase 'Autobots, roll out' or what it felt like when they first converted a bot character into its alt mode. With exclusive content featuring the series' original voice actors, this theatrical event is truly for our fans and invites audiences to experience the fun that started it all."

Distributed by Trafalgar Releasing, the global leader in Event Cinema distribution, this is the second time the company has partnered with Hasbro, Inc., following *Peppa's Cinema Party* that screened in cinemas worldwide in February 2024.

For the latest information on the TRANSFORMERS franchise, including toys and entertainment, follow [@TRANSFORMERSOfficial](#) on [Instagram](#), [@TransformersOfficial](#) on [Threads](#), [@TRANSFORMERS](#) on [Facebook](#) and [@TRANSFORMERSOfficial](#) on [TikTok](#) #40yearsonelegacy.

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RELIVE THE MAGIC OF THE 1984 ANIMATED SERIES ON THE BIG SCREEN



THE **TRANSFORMERS** HEROIC AUTOBOT  
**FORMERS**

MORE THAN MEETS THE EYE!



## **About TRANSFORMERS**

The TRANSFORMERS brand is a global powerhouse franchise with millions of fans around the world. Since 1984, the battle between the Autobots and Decepticons has come to life in movies, TV shows, comic books, innovative toys, and digital media, bringing incredible "MORE THAN MEETS THE EYE" experiences to fans of all ages. The brand's enduring connection is made possible by its rich storytelling and characters: the heroic Autobots who seek to protect all life, and the evil Decepticons who seek to conquer the universe. The TRANSFORMERS brand is a Hasbro franchise.

## **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 play experiences for fans of all ages around the world, through toys, games, licensed consumer products, digital games and services, location-based entertainment, film, TV, and more. With a portfolio of over 1,800 iconic brands including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, Hasbro Gaming, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands, Hasbro brings fans together wherever they are, from tabletop to screen.

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> or @Hasbro on LinkedIn.

## **About Hasbro Entertainment**

Hasbro Entertainment leverages Hasbro's leading collection of iconic brands to develop, produce, and finance premium film, television, animation, and digital content for audiences of all ages. Unifying Hasbro's robust production expertise under one umbrella, Hasbro Entertainment is focused on creating multi-platform adaptations of the company's brands, including such beloved worlds as DUNGEONS & DRAGONS, TRANSFORMERS, G.I. JOE, NERF, PLAY-DOH, MAGIC: THE GATHERING, PEPPA PIG, and MY LITTLE PONY. Hasbro Entertainment has over 30 active projects, with upcoming titles including TRANSFORMERS ONE, a live-action Dungeons & Dragons series for Paramount+, and a broad slate of ongoing animated series, including Peppa Pig, Transformers: EarthSpark, Kiya & the Kimoja Heroes, and My Little Pony: Tell Your Tale. For more information on how Hasbro Entertainment is connecting and captivating generations of fans through the wonder of storytelling, visit: [www.Hasbro.com](http://www.Hasbro.com).

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