Hasbro celebrates the inaugural International Day of Play.

11 Jun, 2024

At Hasbro, we know firsthand that play has the power to transform a life. As makers of toys and games, we feel privileged that we can play every day. But play should not be a privilege. It's a critical skills-builder, instilling confidence, resilience, and creativity. Play teaches key cognitive, developmental, and emotional skills. Play builds social connection. And so much more.

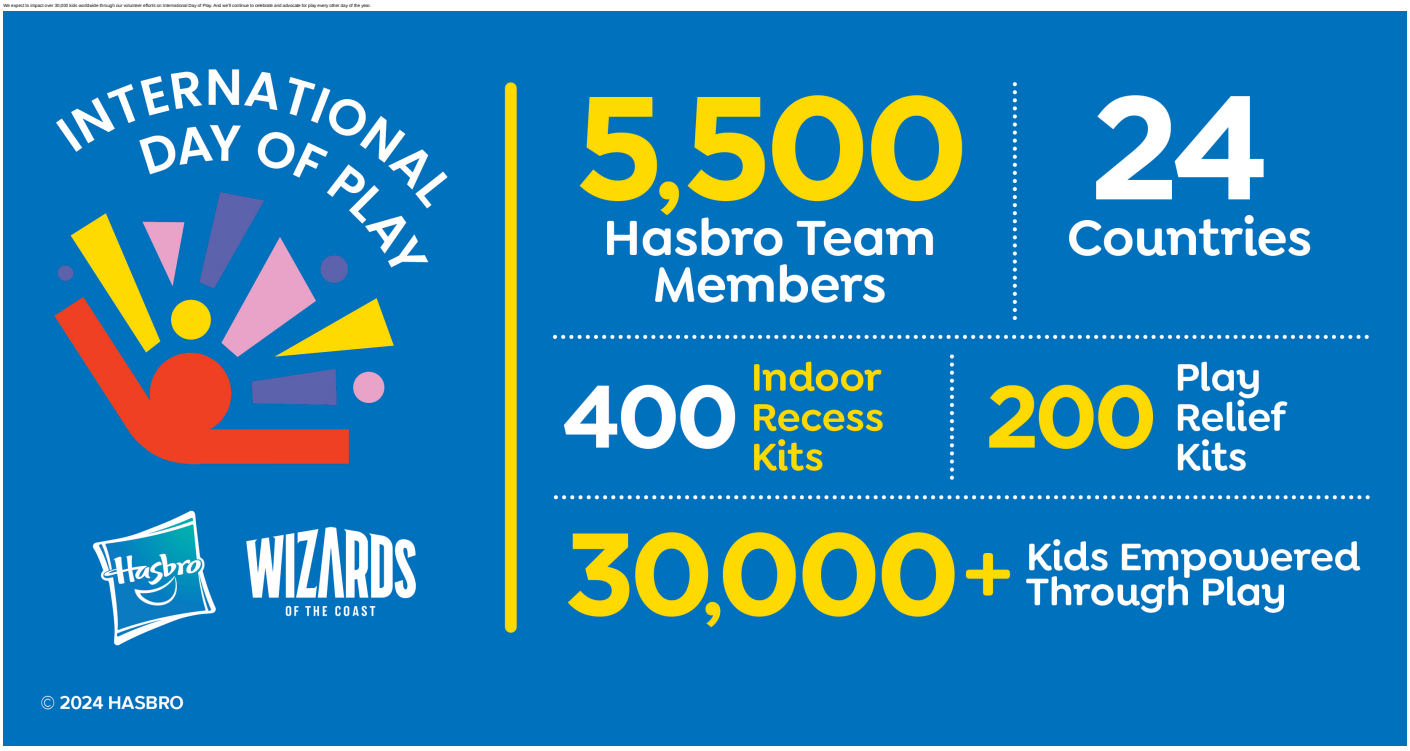
Play is a human right. Everyone deserves the time and access to play every day.

That's why we're excited to join partners worldwide in celebrating the first United Nations-adopted International Day of Play (IDOP) and elevate play to the global agenda. Today – and every June 11 - is about celebrating the power of play to transform lives, and working together to create a world where every person's right to play is respected, protected, and fulfilled.

IDOP focuses on creating time to play, space to play, and quality of play.

We're thrilled to support these pillars at Hasbro through a variety of volunteer and play opportunities in our offices around the world on June 11.

We expect to impact over 30,000 kids worldwide through our volunteer efforts on International Day of Play. And we'll continue to celebrate and advocate for play every other day of the year.



Here are just a few ways we will celebrate play at Hasbro on June 11:

Partnership with Playworks

We are excited to formally launch a new partnership with Playworks New England to make safe and healthy play accessible to more than 67,000 students across Rhode Island.

To kick off this partnership, on June 11th, Playworks will facilitate a short period of play with Hasbro employees before they pack more than 3,600 donated games into Active Indoor Recess Kits to be sent to high-need schools in Rhode Island to encourage play throughout the upcoming school year. Each kit will contain various age-appropriate Hasbro games that will promote the same social-emotional skills as a complementary Playworks recess game, ensuring the reinforcement of vital skills across all aspects of a child's life.

Playworks is the leading national nonprofit leveraging the power of play to transform children's physical and emotional well-being.

GamingKits for GoodDeb

Wizards of the Coast employees in Renton, Washington will have the opportunity to volunteer to create gaming kits for GoodDeb, a nonprofit that connects communities with relief in the toughest of circumstances.

Supporting SeriousFun Children's Network

Our nonprofit partner SeriousFun Children's Network, will host an interactive virtual Camp session to show the life-changing power of Play for children with serious illnesses and their families.

Employees in Rhode Island will also have the opportunity to attend SeriousFun's, The Walk in the Park Camp to help prepare summer camp projects for children with serious illnesses.

Additional Volunteer Opportunities

In Rhode Island, USA, Hasbro employees will have the opportunity to join a game-day at the Boys and Girls Club or Hasbro Children's Hospital.

In the UK, employees can hear from our charity partner SpecialEffect, which will demonstrate their amazing eye-gaze gaming technology. The organization focuses on using technology to enhance the lives of children and young people with physical disabilities through video games.

In Poland, employees will team up to bring donations of toys to a local Family Assistance Shelter.

IDOP partner Cambridge University's PECHE, (Centre for Research on Play, Development and Learning), will host a webinar on using play to help children heal, learn and thrive in different settings around the world.

More about IDOP

IDOP is grounded in the belief that play is a human right and a biological imperative. Its mission is to create a world where every person's right to play is respected, protected, and fulfilled.

IDOP's mission aligns strongly with Hasbro's own mission and our belief in the power of play. In collaboration with private and public sector partners, Hasbro advocated for establishing an International Day of Play, elevating the need for play on the global agenda. We are proud to share that the United Nations General Assembly voted to make IDOP a global designated day that will be celebrated annually on June 11th.