



## HASBRO RETURNS TO 2024 SAN DIEGO COMIC-CON INTERNATIONAL WITH UNFORGETTABLE PRODUCT SHOWCASES AND BRAND EXPERIENCES IN A NEW IMMERSIVE SPACE

17 Jul, 2024



*Fan-Favorite Brands, Including TRANSFORMERS, Dungeons & Dragons, Magic: The Gathering, G.I. JOE and BEYBLADE, Join Premier Collaboration Brands of Star Wars™ and Marvel from the Walt Disney Company, to Be Featured with Signings, New Products, Experiences, Programming, Giveaways, and More at Hasbro Booth #3213*

*Convention Exclusives and Additional Limited Products Will be Available to Purchase at the Booth as Part of the Hasbro Pulse Toy Store*

*First-Ever Hasbro San Diego Comic-Con Fanstream Will Bring Fans Everywhere Front Row with Talent Interviews, Panel Recaps, Product Reveals, Franchise and Design Discussions, and More*

**PAWTUCKET, R.I. — JULY 17, 2024** — Hasbro, a leading toy and game company, announces an incredible lineup for this year's San Diego Comic-Con International. Fan-favorite brands to appear include **TRANSFORMERS, Dungeons & Dragons, Magic: The Gathering, G.I. JOE and Beyblade**, as well as products based on premier collaboration brands, **Star Wars™** and **Marvel** from The Walt Disney Company.

This year, the Hasbro booth design has been updated to better engage fans and create a more immersive space. The Hasbro Pulse Toy Store is back, and this year's design includes an impressive second story for live interviews. Designer Tom Whalen ([@strongstuff](#)) has tied the booth together by giving the Hasbro booth a fresh new appearance, with each brand rendered in his iconic style, representing our belief that at the heart of every brand is the [HASBRO PULSE](#).

"We are thrilled to return to 2024 San Diego Comic-Con with an evolved booth design and even more exhilarating experiences for our fans," said Tim Kilpin, President of Toys, Board Games, Licensing & Entertainment at Hasbro. "This year, we are particularly excited to celebrate our upcoming film,

TRANSFORMERS ONE, and bring an immersive and interactive showcase that will truly spotlight the creativity and innovation behind our iconic brands. We can't wait to reveal fan-favorite products from BEYBLADE, TRANSFORMERS, G.I. JOE and more to create countless unforgettable memories alongside our dedicated fanbase."

### **HASBRO BOOTH #3213**

- **Hasbro Pulse Booth** - A physical manifestation of [HasbroPulse.com](https://www.hasbropulse.com), where the world's biggest brands interact and play. This hub is a place for all levels of fandom where fans can visit, explore, experience, and engage with the hottest Hasbro products. Fan-favorite characters and gigantic photo opportunities come to life in an immersive space created with the best of all worlds, connected as one universe under the Hasbro banner. **Arcade1Up** will also showcase their Marvel vs Capcom 2 X-Men '97 Edition Deluxe Arcade Machine in the Hasbro booth and The Infinity Game Board in the Hasbro streaming studio. The board includes an ever-expanding library of games, including Hasbro games.
- Fans can stop by the booth to pick up unique Hasbro pins; two different pins are given out each day!
- **Hasbro Pulse Toy Store** – Physical product purchases return at Hasbro's booth, offering the very best selection of toys and collectibles, including:
  - **Convention Exclusives** - Attendees will have the opportunity to purchase the following Hasbro products: **TRANSFORMERS LEGACY UNITED VOYAGER CLASS FRACTURED FRIENDSHIP 2-PACK, G.I. JOE CLASSIFIED SERIES #130, COBRA COMMANDER (ONCE A MAN), STAR WARS: THE BLACK SERIES DARTH MAUL & SITH SPEEDER figure and vehicle and MAGIC: THE GATHERING SECRET LAIR BURNING REVELATIONS**. Additional product information and photos can be found [here](#).
- **First To Market** – Marvel's **MARVEL LEGENDS SERIES DEATH'S HEAD** will make its debut at the Hasbro Pulse Toy Store.
  - Attendees can request a time slot to purchase Hasbro products at the Hasbro Booth (#3213) at the Hasbro Pulse Toy Store through the [San Diego Comic-Con Exclusives Portal](#). Limited quantities will be available to order on [HasbroPulse.com](https://www.hasbropulse.com) after the convention. While supplies last.
- **Select Hasbro Products:** Purchase some of the hottest Hasbro products, including the TRANSFORMERS COLLABORATIVE TEENAGE MUTANT NINJA TURTLES X TRANSFORMERS PARTY WALLOP FIGURE, STAR WARS: THE BLACK SERIES SABINE ELECTRONIC HELMET, MAGIC: THE GATHERING SECRET LAIR: BURNING REVELATIONS, THE MAKING OF ORIGINAL DUNGEONS & DRAGONS: 1970-77 BOOK, and more.
- **Hasbro Booth Experiential Area** – The Hasbro booth will feature an experiential area that will include fan-engagement opportunities and fun activities featuring fan-favorite Hasbro brands. This includes demos from Robosen and up-close product opportunities with Beyblade (Sunday) and the TRANSFORMERS ONE Power Flip Optimus Prime (Sunday). In addition, fans can create their own custom G.I. JOE file card and get airbrush tattoos of Hasbro brand logos to showcase their fandom. Schedules will be published daily on Hasbro's San Diego Comic-Con monitor and on Hasbro Pulse socials (@HasbroPulse on [Instagram](#), [X](#), [Facebook](#) and [YouTube](#)).
- **Hasbro Pulse Fanstreaming Studio** – For the first time ever, Hasbro will be giving fans a front row seat to all the Hasbro SDCC action with exclusive video streaming from the booth. Hosted by Toy Hunter's Jordan Hembrough, and available for fans 18+ on the [Hasbro Pulse YouTube channel](#), studio content will feature interviews, panel recaps, product reveals, franchise and design discussions, and more. Fans can expect interviews and appearances by **Arif S. Kinchen** (Jazz) and **Frank Todaro** (Starscream), TRANSFORMERS G1 40<sup>th</sup> Anniversary Voice Actors; **Robert Kirkman**, comic book writer, screenwriter, producer and Chairman of Skybound Entertainment; **Mark Rosewater**, Head Designer for Magic: The Gathering; Sgt. Slaughter, **G.I. JOE** icon; and more.

### **HASBRO BRAND AND PARTNER PANELS**

Attendees are invited to learn more about Hasbro's **TRANSFORMERS, G.I. JOE** brands and **MAGIC THE GATHERING's** Mark Rosewater and **DUNGEONS & DRAGONS** with premier collaboration brands, **Star Wars** and **Marvel**, through special panel experiences featuring new product reveals and major updates, along with other partner presentations.

### **Thursday, July 25**

- **PARAMOUNT PICTURES: TRANSFORMERS ONE: July 25 at 11:45AM – 12:45PM | Hall H** - Paramount Animation & HASBRO Entertainment bring a panel discussion and exclusive footage presentation to fans with talent **Chris Hemsworth**, **Brian Tyree Henry**, **Keegan-Michael Key**, along with the Director, Academy Award® winner **Josh Cooley**, and producer **Lorenzo di Bonaventura**.
- **Hasbro G.I. JOE Brand Panel: Thursday, July 25 at 5:00PM - 6:00PM | Room: 25ABC** - Join the G.I. JOE development team for a LIVE launch of the new Classified Series HasLab! This behind-the-scenes look will also feature additional new product news, including never-before-heard stories, digital character renders, in-hand figure prototypes, pre-order launches,

and maybe even a special guest.

#### **Friday, July 26**

- **Marvel Legends Panel with Hasbro: Friday, July 26, 12:30PM - 1:30PM | Room: 5AB** - The Hasbro and Marvel product experts will discuss exciting news about Hasbro's ever-popular Marvel Legends product line! Attendees will also get a sneak peek of upcoming, never-before-seen items, followed by a Q&A for your burning Marvel Legends questions.
- **Hasbro Star Wars Panel: Friday, July 26, 2:00PM - 3:00PM | Room: 7AB** - Join members of the Hasbro Marketing & Design teams as they discuss the popular Hasbro *Star Wars* line, including the Black Series and The Vintage Collection. Attendees will get an in-depth look at Hasbro's latest action figure offerings from throughout the saga. Word on the Holonet is there may also be a few surprises. May the Force be with you!
- **Hasbro TRANSFORMERS Panel: Friday, July 26, 6:00PM - 7:00PM | Room: 25ABC** - Join the Hasbro TRANSFORMERS Toy Development team as they take you behind the scenes to unveil the latest character figures from across the iconic brand. Plus, time permitting, there will also be a Q&A session filled with trivia and more!
- **Mighty Morphin Power Rangers: Across the Morphin Grid: Friday, July 26, 5:30 PM - 6:30 PM | Room 5AB** - After 8 years and over 120 issues, BOOM! Studios' Power Rangers universe is coming to an end... but not without a few final surprises! Join **Melissa Flores**, writer of the climactic "Darkest Hour" event, alongside the iconic **Ryan Parrott**, the original Pink Ranger, **Amy Jo Johnson**, and the original Black Ranger, **Walter Jones**, for a behind-the-scenes peek at the final issues of *Mighty Morphin Power Rangers* ... and an exclusive look ahead at what's next. Moderated by **Matt Hotson** (*Mighty Morphin Power Rangers: The Return*).
- **TRANSFORMERS & G.I. JOE The Energon Universe is HERE: Friday, July 26, 4:30PM - 5:30PM | Room 5AB** - WELCOME TO THE HOTTEST COMICS IN THE WORLD! *TRANSFORMERS*, *I. JOE*, and *Void Rivals* from Skybound have taken over the comic book world and we've got the top secret reveals you can't miss. Superstars **Robert Kirkman** (*Void Rivals*), **Daniel Warren Johnson** (*TRANSFORMERS*), **Joshua Williamson** (*Duke, Cobra Commander*), **Tom Reilly** (*Duke*), and **Sean Mackiewicz** (SVP/Publisher, Skybound) deliver the panel that will have everyone talking!

#### **Saturday, July 27**

- **Celebrating 50 Years of Dungeons & Dragons: Saturday, July 27 at 10:00AM - 11:00AM | Room: 6DE** - Dungeons & Dragons is celebrating 50 years! From countless hours of adventures and storytelling, new editions and book releases, to the rising tabletop entertainment and pop culture takeover. Come listen to industry experts as they share how Dungeons & Dragons has taken its place on top of the pop culture dungeon
- **Magic: The Gathering Panel, Blogatog Live: Saturday 6:30 pm -7:30 pm | Room 24ABC**

Magic head designer **Mark Rosewater** presents this one-man program in which he re-creates his daily blog, answering the audience's questions about the making of the popular trading card game and revealing new, never-before-seen cards, mechanics, and more!

#### **Sunday, July 28**

- **Dungeons & Dragons: The Twenty-Sided Tavern Panel: Sunday at 11:00AM | Room: 32AB**

**Taliesin Jaffe** (*Critical Role*) moderates a panel about the hit off-Broadway theatrical experience *Dungeons & Dragons The Twenty-Sided Tavern* which includes co-creators **David Carpenter** (producer, *Puffs*) and **Sarah Davis Reynolds** (game designer, *Dungeons & Dragons The Twenty-Sided Tavern*), Set/Costume/Prop Designer **KC McGeorge** (*Dimension 20*) and other special guests. The panel will discuss the creation of the show from idea to page to stage and include a Q&A session with the audience.

#### **BLADES OF GLORY: BEYBLADE X COMIC-CON SHOWDOWN 2024 POP-UP EVENT**

Bards and Cards will host a special **BEYBLADE X** event at **Bards & Cards**, located at in the heart of Downtown San Diego at 936 5th Ave, on Saturday, July 27, for one of three thrilling 8-person tournaments at 3pm, 5pm, and 7pm (for ages 13+). Attendees can look forward to an action-packed experience battling it out with an array of BEYBLADE X products. Attendance is free and open to the public. Follow [@bardsandcards](https://bardsandcards.com) and visit <https://bardsandcards.com> for more event info and how you can sign up to participate in the tournaments.

#### **SUPER7'S DUNGEONS & DRAGONS 50TH ANNIVERSARY POP-UP EVENT**

Join Super7 for a special pop-up event to commemorate the 50th anniversary of **Dungeons & Dragons** at the Super7 San Diego Store, located at 701 8th Avenue, during San Diego Comic-Con 2024 for an immersive experience that no D&D fan will want to miss. A specially designed space brings the iconic fantasy universe to life that features exclusive Super7 x Dungeons & Dragons toys, apparel & accessories, and more. For more information, follow Super7 ([@super7](https://twitter.com/super7)) and Dungeons & Dragons ([@dndwizards](https://twitter.com/dndwizards)) on social media.

#### **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.

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