HASBRO PULSE CON 2024 GIVES FANS ULTIMATE ACCESS TO BRAND SHOWCASES, PRODUCT REVEALS, AUDIENCE ENGAGEMENT ACTIVITIES AND MORE ON SEPTEMBER 13 STARTING AT 10:00 AM PT / 1:00 PM ET

09 Sep, 2024

Signature Event to Spotlight Hasbro's Iconic Brands, TRANSFORMERS, DUNGEONS & DRAGONS, MAGIC: THE GATHERING and G.I. JOE, Plus Premier Collaboration Brands, Star Wars™ and Marvel from Disney Consumer Products. Hosted by Jordan Hembrough with Special Guests

Tune in to the Livestream Exclusively on the Hasbro Pulse YouTube, Instagram and Facebook Channels for Fans 16+ in the US and Canada and 18+ in the UK, EU, Hong Kong, Malaysia, Singapore, and Taiwan

Hasbro Pulse Premium Members to Receive Exclusive Pre-Show Content, Early Access to Purchase Event Product Exclusives, and Much More

PAWTUCKET, R.I. -- September 9, 2024 -- Hasbro, a leading toy and game company, announces an exciting programming lineup for **Hasbro Pulse Con 2024** through highly anticipated product showcases and reveals, as well as fan trivia, Q&As, and interactive polls based on **TRANSFORMERS, DUNGEONS & DRAGONS, MAGIC: THE GATHERING** and **G.I. JOE**, as well as products based on premier collaboration brands, ***Star Wars*** ™ and **Marvel** from Disney Consumer Products**.** Reaching fans across the globe, including the US, Canada, UK and the entire European Union, Hong Kong, Malaysia, Singapore, and Taiwan, **Hasbro Pulse Con 2024** will be livestreamed exclusively on Hasbro Pulse YouTube, Instagram and Facebook channels on September 13 at 10 a.m. PT / 1 p.m. ET.

Hasbro Pulse Premium Members can enter an exclusive pre-show experience starting at 9 a.m. PT / 12 p.m. ET where they can expect brand sneak peeks and teasers for the main event. They'll be treated to a Hasbro Pulse Con Exclusive Product Showcase as well, along with special products and a live Q&A session hosted by members of the Hasbro team.

This year's virtual pop culture and fandom experience will be hosted by Jordan Hembrough and will feature special guests: Actress **Emily Swallow** (*The Mandalorian*) and popular YouTube Creator **Dan Larson** of Secret Galaxy. During the 2-hour event, fans will get a first look at the new **TRANSFORMERS ONE** Studio Series action figures, hear about new **G.I. JOE Classified Series** product reveals, get a sneak peek of a new **Marvel Legends** wave, view the latest Hasbro ***Star Wars*** products, and take part in the ongoing celebration of the **50th Anniversary of DUNGEONS & DRAGONS**, among other activities.

Additionally, over 35 products will be showcased, including **four Hasbro 2024 Convention exclusives** (product images can be viewed HERE):

- **TRANSFORMERS LEGACY UNITED DINOBOT DINOKING MULTIPACK**
- **G.I. JOE CLASSIFIED SERIES #136, EDWARD "STARDUSTER" SKYLAR**

- ***STAR WARS*: THE BLACK SERIES STAP & BATTLE DROID FIGURE**
- **MARVEL LEGENDS SERIES KANG THE CONQUEROR**

Pre-orders will be available September 13 at 5 p.m. ET exclusively on Hasbro Pulse. Early access will be offered to Hasbro Pulse Premium Members at 4 p.m. ET. To learn more and become a Hasbro Pulse Premium Member, please visit the link here.

Anniversary celebrations continue this year, with Hasbro celebrating the inaugural **TRANSFORMERS DAY,** on September 17, to honor our iconic franchise. This month has marked significant milestones for the brand, including the launch of the first TRANSFORMERS figure, the premiere of *The Transformers* (1984), and now, with the highly anticipated theatrical release of the first-ever fully CG-animated movie, *TRANSFORMERS ONE* on September 20. Additionally, previously announced products, TRANSFORMERS Studio Series Elita-1 and Bumblebee, will be available for preorder on TRANSFORMERS DAY, September 17 at 1 p.m. ET.

To keep the fan engagement up, Hasbro has unveiled its brand panel coming to **New York Comic Con** on Friday, October 18. During the presentation, fans can expect product updates from **TRANSFORMERS, G.I. JOE**, **Ghostbusters** as well as updates on products featuring the premier collaboration brands, ***Star Wars* ™** and **Marvel** from Disney Consumer Products.

Additional programming details and full schedule for Hasbro Pulse Con can be found on HasbroPulseCon.com. To stay up-to-date, fans can sign up for the Hasbro Pulse newsletter or follow **@HasbroPulse** on Instagram, Twitter, and Facebook.

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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