HASBRO HOSTED TRANSFORMERS ONE-THEMED FOOTBALL WATCH PARTY WITH JULIAN EDELMAN AT THE GAMEROOM POWERED BY HASBRO ON SEPTEMBER 19

23 Sep, 2024

Free Experiential Fan Event Celebrated the Highly Anticipated TRANSFORMERS ONE Film Release

Photos of Julian Edelman can be found at the link HERE.



On September 19, 2024, Hasbro hosted a watch party for the Thursday night football

game at The GAMEROOM Powered by Hasbro, located in American Dream. Open to the public, attendees of the ***TRANSFORMERS ONE*-themed event** were treated to a special guest appearance by **New England Patriots Super Bowl MVP Julian Edelman,** *TRANSFORMERS ONE* product giveaways and more.

For the latest information on TRANSFORMERS, including toys and entertainment, follow @TRANSFORMERSOfficial on Instagram, @TransformersOfficial on Threads, @TRANSFORMERS on Facebook and @TRANSFORMERSOfficial on TikTok.

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.

TRANSFORMERS ONE is the untold origin story of OPTIMUS PRIME and MEGATRON, better known as sworn enemies, but once were friends bonded like brothers who changed the fate of Cybertron forever. In the first-ever fully CG-animated TRANSFORMERS movie, *TRANSFORMERS ONE* features a star-studded voice cast, including Chris Hemsworth, Brian Tyree Henry, Scarlett Johansson, Keegan-Michael Key, Steve Buscemi with Laurence Fishburne, and Jon Hamm. The film arrives exclusively in theaters on September 20, 2024.

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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 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 Paramount Pictures

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Paramount Global (NASDAQ: PARA, PARAA), a leading global media and entertainment company that creates premium content and experiences for audiences worldwide. Paramount Pictures has some of the most powerful brands in filmed entertainment, including Paramount Pictures, Paramount Animation, and Paramount Players. PPC operations also include Paramount Home Entertainment, Paramount Pictures International, Paramount Licensing Inc., and Paramount Studio Group.

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