Celebrating and Advancing Girls Year-Round: Girl Up x Hasbro

11 Oct, 2024

In celebration of **International Day of the Girl**, Hasbro recognizes the power that girls everywhere wield to change the world. It's why we're committed to advancing gender equity in STEM through our partnership with **Girl Up,** a leadership development initiative of the United Nations Foundation. Together, we're working to amplify the voices of young women and girls globally, empowering them to become innovators and changemakers in their communities.

Watch now: Girl Innovators of Play STEM for Social Good Bootcamp

Since the start of our collaboration, Hasbro and Girl Up have joined forces to inspire young female leaders through initiatives like the **"Girl Innovators of Play" STEM for Social Good Bootcamp**. This hands-on program connects girl leaders with women executives from Hasbro and the inventor community, fostering mentorship and skill-building in STEM fields. Our 2024 bootcamp took place in early September: youth participants from over 31 countries joined to hear from women leaders and thought experts from across Hasbro.

The program aims to inspire the next generation of female innovators to use their creativity and technical knowledge to solve real-world challenges.

Watch the presentations here

Submit now until 10/25: Girl Up x Hasbro Project Awards

As part of this initiative, Girl Up participants can apply for **seed funding** through Girl Up's Project Awards, with Hasbro funding 25 awards of up to $1,000 each. This support allows girls to turn their innovative ideas into impactful projects. Past projects include initiatives like STEM mentorship programs in Nigeria and the distribution of hands-on STEM kits in the U.S., showcasing the global impact these young women can have when provided with the right resources and support.

If you know a young girl with groundbreaking ideas, please encourage them to apply to Girl Up's Project Awards here: https://girlup.org/programs/project-awards

Our collaboration with Girl Up also extends to ongoing mentorship and leadership development through **Hasbro's Women's Leadership Network** . Our team members and women executives actively contribute to program design, speaking engagements, and one-on-one mentoring, helping participants sharpen their skills and grow as leaders.

At Hasbro, we are committed to developing the next generation of play makers. By collaborating with nonprofit partners like Girl Up, we hope to inspire young female innovators and provide opportunities for youth in underserved and underrepresented communities.

As we celebrate **International Day of the Girl**, we are reminded that supporting girls in STEM is about more than just breaking down barriers—it's about **pioneering progress**. Together with Girl Up, Hasbro is committed to inspiring young women to lead, innovate, and build a brighter, more inclusive future for all.

For more information on Hasbro's partnership with Girl Up and how young leaders are making a difference worldwide, visit Girl Up's website or contact Hasbro's Corporate Social Responsibility team.