MY LITTLE PONY and TRANSFORMERS Inducted Into the National Toy Hall of Fame

13 Nov, 2024

We are honored to share that MY LITTLE PONY and TRANSFORMERS have been inducted in the National Toy Hall of Fame. For over 40 years, these two legacy brands have inspired fans to push the limits of play through imagination and creative storytelling.

Originally released in the 1980s, MY LITTLE PONY has encouraged children in traditional forms of doll play. Since its release, MY LITTLE PONY toys have come in more than a thousand varieties and branched into a television series, spreading the joy of play to children across the world.

In the mid-1980s, TRANSFORMERS was offered as a toy line of action figures. Remaining popular since its inception, TRANSFORMERS has expanded across every major consumer touchpoint, from cereal, to a cartoon television series, electronic games, and a feature film franchise that has earned over $5 Billion USD in global box office revenues to date, including this year's TRANSFORMERS ONE animated feature film.

MY LITTLE PONY and TRANSFORMERS join Hasbro favorites NERF, MONOPOLY, PLAY-DOH, STAR WARS action figures, CANDY LAND, G.I. JOE, MR. POTATO HEAD, SCRABBLE, TONKA TRUCKS and the EASY-BAKE OVEN in the National Toy Hall of Fame at The Strong National Museum of Play in Rochester, New York.

Congratulations to our Hasbro teams on this exciting achievement!

To learn more about the 2024 inductees, click here: https://www.museumofplay.org/exhibits/toy-hall-of-fame/inducted-toys/