Magic: The Gathering Community Unites for Sheldon’s Spellbook

14 Nov, 2024

$2.1 Million Dollars Raised in Support of the American Cancer Society

The American Cancer Society (ACS) is honored by the generous support of Hasbro, Wizards of the Coast, and the Magic: The Gathering community, who together raised $2.1 million dollars through the Magic: The Gathering Secret Lair Drop *Sheldon’s Spellbook* .

Sheldon’s Spellbook pays tribute to Sheldon Menery, a beloved figure in the Magic community. Following Menery's passing from cancer in September 2023, the project gained even greater significance, becoming the largest fan-driven contribution from Magic: The Gathering, Wizards of the Coast, and Hasbro.

“Wizards of the Coast and Hasbro were honored to build on our partnership with ACS and we’re heartened by the outstanding response to the Drop. It’s reflective of our generous Magic community, and a testament to Sheldon’s legendary impact on the game,” says Ken Troop (SVP/Global Play Lead, Magic: The Gathering).

Funds raised directly support the American Cancer Society’s mission to save lives, celebrate lives, and lead the vision to end cancer as we know it. This contribution will support expanding cancer prevention efforts, increase access to early screenings, and provide essential care services for cancer patients and their families.

"This collaboration not only reflects the spirit of someone who had a profound impact, but also gives back in a way that can change lives," said Dave Lew, Chief Marketing Officer of the American Cancer Society. "We are immensely grateful to Hasbro, Wizards of the Coast, and the entire Magic: The Gathering community for their dedication and generosity. Their support will inspire Magic players worldwide while making a transformative difference in cancer prevention, early detection, and access to care."

The American Cancer Society does not endorse any product or service.