HASBRO ANNOUNCES TRANSFORMERS ONE: NEW ADVENTURES 14-EPISODE YOUTUBE SERIES

15 Jan, 2025

Watch the Latest Episodes Every Friday and Saturday on the Official TRANSFORMERS YouTube Channel Starting January 17 at 7am ET.

View/Download Still Assets HERE

PAWTUCKET, RI – JANUARY 13, 2024 – Hasbro Inc., a leading toy and game company, announced the new toy stop-motion 14-episode series, *TRANSFORMERS ONE: NEW ADVENTURES,* will premiere on the official TRANSFORMERS YouTube Channel beginning January 17 at 7am ET. This bi-weekly stop-motion series will capture the trendiness of gaming and POV-style content, infused with bursts of action-based comedy and high-stakes drama inspired by *TRANSFORMERS ONE*. In partnership with TheSoul Publishing to produce and distribute the series, new episodes will be released every Friday and Saturday that transports fans directly into key locations from the *TRANSFORMERS ONE* film. This series takes place beyond the existing canon and offers fans a unique perspective on their favorite characters' points of view.

"We are delighted to give fans a new opportunity to revisit the world of Cybertron depicted in the *TRANSFORMERS ONE* animated feature film," said Alyse D'Antuono, Vice President, Global Brand Strategy and Management, Action Brands at Hasbro. "This collaborative effort with TheSoul Publishing continues to push the boundaries of the TRANSFORMERS brand and reach new fans around the world. We invite you to explore this fresh perspective inspired by the movie and join us for the premiere on January 17."

"Working with the Hasbro team on TRANSFORMERS ONE and using our expertise in social media and stop motion animations to bring these incredible stories to an expanded global audience is an amazing opportunity for TheSoul Publishing." said Patrik Wilkens, Vice President of Business Development at TheSoul Publishing.

Featuring Hasbro's TRANSFORMERS ONE toy line as the leading stars in this YouTube shorts series, which includes Robot Battlers, Studio Series characters, and Prime Changers (view/download product images HERE).

TRANSFORMERS ONE: NEW ADVENTURES will be available in the following languages: English, Spanish, Portuguese, German, French, and Italian.

TRANSFORMERS ONE: NEW ADVENTURES episode titles and dates below:

E01 Energon Mine January 17

E02 Runaway Train January 18

E03 Battle Royale January 24

E04 Race Orion Pax vs. D-16 January 25

E05 Exploring the Tomb January 31

E06 Life-Form Scanner February 1

E07 Steve Cam February 7

E08 Archive Chat Bot February 8

E09 Show Jumping February 14

E10 Energon Pool February 15

E11 Arcade Platformer Run February 21

E12 Energon Run February 22

E13 Energon Delivery Service February 28

E14 Cybertronian Ninja Warrior Aerial Course March 1

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

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About TRANSFORMERS

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.

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 engaging brand experiences for global audiences through toys, consumer products, gaming and entertainment, with a portfolio of iconic brands including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, HasbroGaming, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands.

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.

About TheSoul Publishing

TheSoul Publishing is a leading creator business platform positioned at the center of the creator economy. Focused on digital content production, talent management, and creator services, TheSoul continues to expand, as demonstrated by its acquisitions of Mediacube and Underscore Talent, along with the acceleration of Shorthand Studios. TheSoul's creative services agency partners with global brands to drive growth through content creation and social media strategy.

TheSoul has long been at the forefront of digital content innovation, continuing to generate tens of billions of social media views monthly across its entertainment brands. Founded in 2016, TheSoul Publishing is headquartered in Cyprus, with production studios and offices across Europe and the United States. For more information, visit TheSoul-Publishing.com.