



## Hasbro Announces Winners from 2024 Women Innovators of Play design challenge

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Announcing the winners from our 2024 Women Innovators of Play design challenge! ?

Amelie Le-Roche (from California), Elise Hardman (from Sydney, Australia) and Natalie Podd (from London, UK) were chosen for their breakthrough game concepts and will visit Hasbro HQ later this month for a day of learning and inspiration!

? In October 2024, Hasbro held the second annual Hasbro Women Innovators of Play Challenge, to search for the next great woman-led mass market toy or game.

? With over 100 submissions from women innovators across the globe, concepts were judged on innovation, mass marketability, fun factor and playability, design and aesthetics, and manufacturability.

Join us in congratulating Amelie, Elise and Natalie! We are honored to be a small part of their career journeys. ?

Stay tuned for more details on our 2025 Women Innovators of Play program very soon!

Watch and learn more about [our 2024 program here](#).