MY LITTLE PONY Card Game Global Launch – A New Friendship Adventure Begins

16 Apr, 2025

This April, the *MY LITTLE PONY Card Game* will make its global debut in China. Co-developed by Hasbro, a leading games, IP and toy company, and Kayou, a pioneering force in China's trading card industry, this trading card game (TCG) offers fans and card game enthusiasts a brand-new journey of friendship and fun.

A World-Class IP Opens a New Chapter

For over 40 years, *MY LITTLE PONY* has captured hearts across generations with its enchanting stories and vibrant cast of characters. Now, it reaches a new milestone—launching its first-ever global trading card game. This marks a fresh chapter in the evolution of the IP, inviting fans and collectors around the world to experience the magic of *MY LITTLE PONY* up close through the thrill of card gameplay.

All-New Card Art & Gameplay – A Joyful Journey Begins

To deliver an unprecedented experience in both collecting and gameplay, the *MY LITTLE PONY Card Game* features original card illustrations created by official Hasbro artists and renowned illustrators from around the world. Every card vividly brings to life beloved characters and iconic scenes from the series in unique artistic styles.

The game seamlessly blends charming elements from the *MY LITTLE PONY* animated series into its mechanics, creating an engaging, social, and uplifting experience. Fans and players alike will find themselves immersed in the ponies' tales of friendship and adventure—sharing in their perfect day. Even more exciting, a brand-new story arc is already in the works, with writers actively crafting new adventures exclusively for the card game.

Global Launch – Infinite Possibilities Ahead

The *MY LITTLE PONY Card Game* will officially launch globally in April, starting with mainland China. Launch celebration events and demo sessions will be held in Beijing, Shanghai, and Chengdu. To commemorate the release, two launch tournaments will take place in Shanghai on April 26 and May 3, giving fans a first opportunity to experience the joy of playing in person.

Looking ahead, the game will be released in multiple languages, allowing players around the world to join in the fun. Hasbro and Kayou are also building a global tournament system to provide a stage for players everywhere to connect, compete, and share the magic of friendship on a global scale.

Join the Joyful Journey!
Whether you're a longtime fan of *MY LITTLE PONY*, a passionate TCG player, or a dedicated card collector, this game—infused with friendship, magic, wisdom, and adventure—promises a one-of-a-kind experience.

This launch expands Hasbro and Kayou's existing line of MY LITTLE PONY collectible trading cards, available now in China and many countries in SouthEast Asia. We can't wait to share the magic with you. Let's begin this joyful journey together, side by side with our favorite ponies!

KAYOU

MY LITTLE PONY CARD GAME

MY LITTLE PONY Card Game

Global Launch



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MY LITTLE PONY CARD GAME







Main Character Card

Scene Card



Story Card





TWILIGHT SPARKLE

Starter Deck

Character Card

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