



Hasbro Celebrates International Day of Play with Global Initiatives to Expand Access to Play

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Driving impact through community partnerships and DUNGEONS & DRAGONS events at more than 300 Wizards Play Network retail stores

PAWTUCKET, R.I.--(BUSINESS WIRE)--Jun. 9, 2025-- Hasbro, Inc. (NASDAQ: HAS), a leading games, IP and toy company, is proud to celebrate the second annual [International Day of Play](#) (IDOP) on June 11, 2025. Through an epic new family-friendly DUNGEONS & DRAGONS adventure and meaningful community partnerships, Hasbro is bringing more ways to play to children, fans and families around the world.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20250609564065/en/>

Recognized globally as a day to elevate play to the world stage, IDOP advocates for increased time, space, and quality of play as a fundamental right for every child.

"This International Day of Play, we're calling on everyone to make more space for play," said Theron Grim, Vice President, EHS, Sustainability, and Corporate Citizenship at Hasbro. "In a world where loneliness is rising and access to play isn't equal, we know it has the power to build friendships, boost emotional well-being, and spark lifelong skills like problem-solving, collaboration, and empathy. Whether it's through roleplaying games like DUNGEONS & DRAGONS, hands-on creativity with PLAY-DOH, or programs in hospitals and schools, we're all in on expanding access to play for every child and every fan."

Hasbro's 2025 IDOP highlights:

Join the party and embark on an all-new D&D quest

Hasbro and Wizards of the Coast are dropping a brand-new, family-friendly D&D adventure, *Borderlands Quest: Goblin Trouble*—available to download at no cost for registered users on D&D Beyond, or at 300+ Wizards Play Network retail locations across the U.S. Designed for players of all ages and experience levels, it's the perfect introduction to the World's Greatest Roleplaying Game[®].

To download the adventure, fans must first [register here on D&D Beyond](#) at no cost.

For a list of participating WPN stores across North America, click here: <https://locator.wizards.com/>.

Powering up play with Boys & Girls Clubs of America

Hasbro's Wizards of the Coast is piloting official afterschool D&D clubs at 10 [Boys & Girls Clubs](#) nationwide, complete with mini libraries, game materials, and support to train the next generation of Dungeon Masters. To celebrate, Hasbro volunteers will be visiting a local Boys & Girls Club to bring the fun in person.

Delivering joy to pediatric patients

Together with [Starlight Children's Foundation](#), Hasbro is offering D&D adventures to all Starlight U.S. partner hospitals (800+ locations) and toy deliveries to kids at six children's hospitals across the U.S., including in Providence, Seattle, Austin, Durham, and Los Angeles. Hasbro employees will be on-site in Seattle and Los Angeles to help lead gameplay and deliver joy.

In London, Hasbro is partnering with [Spread a Smile](#) to host interactive play sessions at four London hospitals, bringing laughter and comfort to hospitalized children and their families.

Play around the world

From London to Singapore to Pawtucket, Hasbro teams are hosting office playdays and teaming up with local nonprofits to bring play to their

communities, including [Special Effect](#), [City Year](#), and the Singapore Children's Museum.

[The International Day of Play \(IDOP\)](#), adopted by the UN in March 2024, is a global advocacy day dedicated to recognizing play as a fundamental human right. Celebrated annually on June 11, IDOP calls on governments, organizations, and communities to ensure all children have time, space, and access to quality play.

About Hasbro

Hasbro is a leading games, IP, and toy company whose mission is to create joy and community through the magic of play. With over 100 years of expertise, Hasbro delivers engaging play and entertainment experiences across a broad portfolio of iconic brands, including MAGIC: THE GATHERING, MONOPOLY, NERF, PLAY-DOH, PEPPA PIG, and DUNGEONS & DRAGONS, as well as premier partner brands. Hasbro connects with fans through toys, games, digital gaming, consumer products, and entertainment. Through its franchise-first approach, Hasbro unlocks value from both new and legacy IP, powered by a portfolio of thousands of iconic marks and a diversified network of partners and subsidiary studios. For more information, visit www.hasbro.com.

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