



Honoring Alan Hassenfeld.

09 Jul, 2025

Today, the entire Hasbro community is mourning the loss of Alan Hassenfeld—our beloved former Chairman and CEO, a cherished mentor, and dear friend.

Alan's enormous heart was, and will remain, the guiding force behind Hasbro - compassionate, imaginative, and dedicated to bringing a smile to the face of every child around the world. His tireless advocacy for philanthropy, children's welfare, and the toy industry created a legacy that will inspire us always.

While we grieve deeply, we also celebrate Alan's remarkable life and the incredible impact he made. Our deepest condolences go out to his family, friends, and everyone who had the privilege of knowing and loving him.

In lieu of flowers, donations in his memory can be made to [Hasbro Children's and The Miriam Hospital](#).