Hasbro and Disney Consumer Products Announce Multi-Year, Multi-Property Collaboration with Disney for PLAY-DOH to Bring Imagination Directly into Kids' Hands

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The purpose-driven collaboration combines the sensory and creative play of the PLAY-DOH brand with the magic of Disney storytelling

PAWTUCKET, R.I. & BURBANK, Calif.--(BUSINESS WIRE)--Sep. 8, 2025-- Hasbro, Inc. (NASDAQ: HAS), a leading games, IP and toy company, and Disney Consumer Products today announced a new, expanded collaboration between the PLAY-DOH brand and Disney to champion the power of imagination through immersive sensory play, storytelling, and experiences. The collaboration will feature PLAY-DOH compound-led play systems inspired by the magic of beloved Disney characters and stories.

The debut collection of PLAY-DOH playsets will feature Disney Jr.'s "Mickey Mouse Clubhouse" brand, bringing classic Disney characters from the hit series to the youngest PLAY-DOH and Disney fans at a critical stage for developing creativity and cognitive growth. The imagination-inspired collection of on-the-go playsets and accessories is available now on Amazon, starting with:

- PLAY-DOH Disney Jr. Happy Stackable Set: www.amazon.com/dp/B0DVLZ8PC5
- PLAY-DOH Disney Jr. On-The-Go Playsets:
  - https://www.amazon.com/dp/B0DVM1DB8P
  - https://www.amazon.com/dp/B0DVM15GVP
- PLAY-DOH Disney Jr. Shape A Story Playset: www.amazon.com/dp/B0DVLZNQ5K
- PLAY-DOH Disney Jr. Stamp & Go Megapack: www.amazon.com/dp/B0DVM17P7M

The full line will continue to be available on Amazon through 2025, with availability at most major retailers beginning January 2026. See hi-res images HERE.

"The PLAY-DOH brand and Disney, two iconic brands in arts & crafts and entertainment, inspire creativity and imagination in children around the world," said Tim Kilpin, President of Toys, Board Games, Licensing and Entertainment at Hasbro. "When beloved Disney characters are paired with the hands-on creativity of PLAY-DOH compound, it unlocks a world of limitless possibilities for playful storytelling and artistic expression."

"The PLAY-DOH brand has been a favorite childhood play experience for generations, and our collaboration with Hasbro brings Disney storytelling into that tradition in fresh ways," said Paul Gitter, Executive Vice President of Global Brand Commercialization at Disney Consumer Products. "We're giving kids new ways to shape their imaginations while connecting with these iconic characters, expanding how families celebrate the stories they love."

Future evolutions of the collaboration with Disney for PLAY-DOH will feature other beloved properties, helping unlock imaginative play for kids and adults of all ages.

For updates, follow the PLAY-DOH brand on Instagram, TikTok, Facebook and YouTube and Disney Jr. on Instagram, TikTok and Facebook.

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 164 years of expertise, Hasbro delivers groundbreaking play experiences and reaches over 500 million kids, families and fans around the world, through physical and digital games, video games, toys, licensed consumer products, location-based entertainment, film, TV and more.

Through its franchise-first approach, Hasbro unlocks value from both new and legacy IP, including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, MONOPOLY, HASBRO GAMES, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands. Powered by its portfolio of thousands of iconic marks and a diversified network of partners and subsidiary studios, Hasbro brings fans together wherever they are,

from tabletop to screen.

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, a 2025 JUST Capital Industry Leader, one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50, and a Brand that Matters by Fast Company. For more information, visit https://corporate.hasbro.com or @Hasbro on LinkedIn.

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