



HASBRO TO SHOWCASE FAN-FAVORITE BRANDS AT NEW YORK COMIC CON 2025

30 Sep, 2025



Experience a Universe of Fun Based on *TRANSFORMERS*, *G.I. JOE*, *MAGIC: THE GATHERING*, *DUNGEONS & DRAGONS* and *MY LITTLE PONY* Plus Premier Collaboration Brands *Star Wars*™ and *Marvel* from Disney Consumer Products and *Ghostbusters* from Sony

PAWTUCKET, R.I. — SEPTEMBER 30, 2025 — Hasbro, a leading games, IP and toy company, is bringing the fun to New York Comic Con with a full lineup of activities for fans of all ages! Explore the worlds of *TRANSFORMERS*, *G.I. JOE*, *MAGIC: THE GATHERING*, *DUNGEONS & DRAGONS* and *MY LITTLE PONY*, along with premier collaboration brands *Star Wars*™ and *Marvel* from Disney Consumer Products and *Ghostbusters* from Sony through engaging content and experiences.

HASBRO BOOTH #1012

Explore the best of Hasbro in person! The booth offers an immersive experience for fans of all ages, with product displays and a curated selection of top-quality toys and collectibles available for physical purchase. Attendees will have the opportunity to be the first to secure the following Hasbro Fall Convention Exclusives: **TRANSFORMERS GENERATIONS ARMADA NEMESIS PRIME & AIR DEFENSE MINI-CON TEAM**, **G.I. JOE CLASSIFIED SERIES #172 COBRA-LA PYTHONA**, **STAR WARS: THE BLACK SERIES MACE WINDU & DARTH SIDIOUS FIGURES**, **STAR WARS: THE VINTAGE COLLECTION JEDI SPIRITS 3-PACK** and **MARVEL LEGENDS SERIES FANTASTIC FOUR VILLAIN SUPER-SKRULL**. Product photos can be found [here](#).

HASBRO BRAND AND PARTNER PANELS

Join Hasbro and their partners for engaging brand panels at New York Comic Con, celebrating *TRANSFORMERS*, *G.I. JOE*, *MAGIC: THE GATHERING*, *Star Wars*, *Marvel*, and *Ghostbusters*! Attendees can expect the hottest new product reveals, important updates, and presentations from the creative minds behind their favorite franchises.

- **[Hasbro Star Wars™ and MARVEL Panel](#)**: Thursday, October 9 from 11:00 A.M. – 12:00 P.M. | Room 408 - Hasbro hosts an action-packed toy panel with brand team members to reveal exciting new products, giving fans a first look across these iconic product lines. The panel will bring updates on the Hasbro lines inspired by *Star Wars*, including The Black Series and The Vintage Collection, and the *Marvel Legends* product line.

Fans who are unable to attend the panel can tune in to an exclusive Hasbro Pulse NYCC Fanstream recap on [YouTube](#), Thursday, October 9 at 12:00 P.M. EST.

- **[Nickelodeon x Magic: The Gathering](#)**: Friday, October 10 from 11:00 A.M. - 12:00 P.M. | North-Room 409 - Get your

exclusive first look at the next powerful team-up between Magic: The Gathering and Nickelodeon. It's going to be [redacted]!

- **Hasbro Toy Panel – Action Brands:** Friday, October 10 from 11:00 A.M. - 12:00 P.M. | Room 406.3 - Hasbro's brand marketing and design teams return to NYCC with an action-packed showcase of its iconic action figure lines. Fans can expect updates from **TRANSFORMERS**, including preorder timing for recently revealed items, including Studio Series. The panel will also introduce new additions to the **I. JOE Classified Series**, with a first look at a covert new vehicle designed for icy terrain. Plus, **Ghostbusters** fans won't want to miss behind-the-scenes info on the latest Kenner Classics collection news. Join Hasbro's team for exclusive reveals, behind-the-scenes insights, and a glimpse at what's next in action figure storytelling.

Additionally, the final results of the **2025 TRANSFORMERS and G.I. JOE Hall of Fame Vote** will be revealed during the panel. Fans can still cast their vote for TRANSFORMERS ([here](#)) and G.I. JOE ([here](#)) through Tuesday, October 6 at 3:00 P.M. EST.

Fans who are unable to attend the panel can tune in to an exclusive Hasbro Pulse NYCC Fanstream recap on [YouTube](#), Friday, October 10 at 12:00 P.M. EST.

PARTNER PANEL

- **TRANSFORMERS & G.I. JOE: A New Era for the Energon Universe:** Saturday, October 11 from 1:15 P.M. - 2:15 P.M. | Room 406.1 - The worlds of TRANSFORMERS, G.I. JOE, and Void Rivals change forever - and this is THE panel to get all the details! Join superstars Robert Kirkman, Joshua Williamson, Dan Mora, Tom Reilly, Jorge Corona, Conor Hughes, and Skybound Executive Editor Ben Abernathy for all new Energon Universe revelations...and a special surprise giveaway for fans.

HASBRO BRAND EXPERIENCES

- **I. JOE Cold Slither Live Concert** – Back by popular demand, Cold Slither will make its on-stage return during New York Comic Con! Based on their depiction in the 1985 animated series *G.I. JOE: A Real American Hero*, this 16+ concert experience is set for Saturday, October 11 at The Gramercy Theater (doors open at 8:00 P.M.). Presented by Hasbro and Reigning Phoenix Music, Cold Slither brings a full-force blend of original metal mayhem and '80s nostalgia. Purchase limited-edition show-only gear, including exclusive t-shirts, a poster, LPs, CDs, a collectible pin and more. Tickets are available for purchase [here](#) while supplies last.
- **Energon Universe x Skybound Talent Signing** – Meet the artists of Skybound's Energon Universe at Midtown Comics Times Square on Friday, October 10 from 7:00 – 9:00 P.M.
- **MY LITTLE PONY Talent Signings and Activities** – Fans will have opportunities to meet and get autographs from Andy Price, comic artist for *MY LITTLE PONY*, and Tara Strong, voice actress of Twilight Sparkle at Kayou's booth (#1217). Additional details are available on Kayou's official account on [Instagram](#).

Talent Appearance Schedule:

- Thursday, October 9
 - 11:00 A.M. - 7:00 P.M. Andy Price Giant Card Live Art
- Friday, October 10
 - 4:00 P.M. – 6:00 P.M. Andy Price Live Sketch & Autograph Session
 - **Limited to 15 fans on a first come, first served basis (one per person). No other items or merch will be signed.*
 - Sunday, October 12
 - 11:00 A.M. – 1:00 P.M. Andy Price Live Sketch & Autograph Session
 - **Limited to 15 fans on a first come, first served basis (one per person). No other items or merch will be signed.*
 - 2:00 P.M. – 4:00 P.M. Tara Strong Card Signing
 - **Limited to 200 fans on a first come, first served basis. Card for signature provided by Kayou (one per person). No other items or merch will be signed.*

Additionally, the Kayou Ponification Station will be hosting 5-hour sessions daily where superfans can transform into their favorite pony look during these times:

- Thursday, October 9 and Friday, October 10 from 1:00 P.M. – 6:00 P.M.
- Saturday, October 11 and Sunday, October 12 from 11:00 A.M. – 4:00 P.M.
- **The Finest Edge of Twilight: Dungeons & Dragons Talent Signing** – Hosted by Penguin Random House, join author R.A. Salvatore for special signing sessions throughout NYCC to celebrate the new Dungeons & Dragons novel.

Appearance Schedule:

- Friday, October 10
 - 11:30 A.M. - 12:30 P.M. at NYCC's official autograph area - Hall 1A, Table # 45 (Table # Subject to Change)
 - 1:30 P.M. - 2:15 P.M. at Penguin Random House booth (#3021)
- Saturday, October 11
 - 11:30 A.M. - 12:30 P.M. at NYCC's official autograph area - Hall 1A, Table # 42 (Table # Subject to Change)
 - 3:30 P.M. - 4:15 P.M. at Penguin Random House booth (#3021)

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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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About Wizards of the Coast

Wizards of the Coast develops and publishes legendary games that inspire creativity, forge friendships and build communities of global fans. A division of Hasbro, a leading games, IP, and toy company (NASDAQ: HAS), Wizards delivers premium experiences for gamers across tabletop, video games, and digital platforms based on both new and time-honored brands, including its best-known franchises MAGIC: THE GATHERING and DUNGEONS & DRAGONS, and from Hasbro's unparalleled portfolio of thousands of iconic marks.

Wizards' diverse studio network includes first-party developers Archetype Entertainment, Invoke Studios, Atomic Arcade and Skeleton Key as well as co-venture and license partners. Headquartered in Renton, Washington, Wizards fosters world-class talent to create unforgettable play experiences on all platforms. To learn more about Wizards, visit <https://company.wizards.com> or Wizards of the Coast on LinkedIn.