



Winners revealed for Hasbro's 2025 Women Innovators of Play Design Challenge

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April 3 2026 -- Hasbro today announced the winners of its 2025 Women Innovators of Play (WIOP) Design Challenge, recognizing three emerging inventors whose groundbreaking concepts represent the future of play.

Selected from more than 130 submissions worldwide, the winning ideas span preschool, collectibles, and family gaming, demonstrating exceptional creativity, innovation, and commercial potential.

Entries were evaluated across a rigorous set of criteria, including innovation, mass marketability, fun factor, playability, design, aesthetics, and manufacturability—ensuring each concept reflects both imaginative thinking and real-world viability.

The Women Innovators of Play Design Challenge is part of Hasbro's broader commitment to fostering a more inclusive and representative toy and game industry. By creating opportunities for women inventors, the program aims to unlock new perspectives and inspire the next generation of creators.

Each winner will receive \$10,000 USD, mentorship from Hasbro leaders, and a trip to Hasbro's headquarters for a day of learning and networking.

Stay tuned for more details about the 2026 Women Innovators of Play program later this year.