



Announcing the 2026 Toddler of the Year Competition, Presented by Hasbro and Benefitting Toys for Tots

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30 years. More than 13 million toys and games. Countless smiles and magic memories. And some adorable toddlers.

For 30 years, Hasbro and Marine Toys for Tots have worked side by side, grounded in shared values of generosity, community, and the belief that every child deserves moments of joy.

Run by the U.S. Marine Corps Reserve, Toys for Tots collects and distributes new, unwrapped toys to families facing financial hardship — reminding every child they are seen and valued.

From traditional holiday toy drives to action-based youth engagement, fan-driven digital giving, and record-setting toy donations, Hasbro and Toys for Tots have partnered in a variety of ways to deliver joy to children and families through the power of play.

In times of crisis, Hasbro and Toys for Tots have shown up where families needed it most: delivering toys to communities impacted by natural disasters and scaling support during the global pandemic. Hasbro employees have also consistently supported the mission through volunteerism and large-scale consumer campaigns.

In 2025, we took this to the next level by partnering with Colossal to launch the first-ever *Toddler of the Year* competition. When we introduced this new idea, we believed it had potential...but we had no idea it would generate such an extraordinary response.

Together, more than 200,000 participants from across the country helped raise an incredible **\$13.5 million** in its first year alone.

The impact of that support is profound. When you consider that Toys for Tots spends an average of **\$8 per toy**, and it takes approximately **2.5 toys to bring joy to a child**, this single campaign translates to more than **1.6 million children reached** -- each one receiving not just toys, but hope, dignity, and a moment of magic.

The 2025 campaign raised the bar in a big way, crowning three-year-old Dominik "Domi" Gergely the inaugural winner. His story resonated around the world and helped spark this record-breaking effort. While Domi received a \$25,000 grand prize and the honor of serving as Junior Grand Marshal of the Hollywood Christmas Parade, the true impact of the competition is what it represented: communities coming together to ensure every child experiences the joy of the holidays.

Now, we're excited to announce the launch of our **second Toddler of the Year competition**, once again in partnership with Colossal. Join us in celebrating the little humans who bring big light into the world.

Learn more about Toddler of the Year: <https://toddleroftheyear.org/>

Learn more about Marine Toys for Tots: <https://www.toysfortots.org/>