Hasbro Showcases Franchise First, Global Licensing Leadership at Las Vegas Licensing Expo 2026

18 May, 2026

Inspiring a lifetime of play through competing consumer products and experiences across TRANSFORMERS, PEPPA PIG, MY LITTLE PONY, POWER RANGERS, MAGIC: THE GATHERING, Dungeons & Dragons, and more

Hasbro returns to the show floor at Las Vegas Licensing Expo (May 19–21, 2026) to spotlight the creative breadth, innovation, and global scale of its iconic franchises. Through a wide range of branded experiences spanning live entertainment, attractions, consumer products, music, and lifestyle, Hasbro continues to demonstrate how its brands connect with fans of all ages, all around the world.

"The storytelling potential of our brands is unmatched," said Kim Bogel, President, Global Licensing & Entertainment at Hasbro. "Whether it's celebrating the 40th anniversary of THE TRANSFORMERS, THE MOVIE, sharing the powerful narrative around George Pig's hearing loss diagnosis, or encouraging creative self-expression through MY LITTLE PONY, our brands resonate deeply in fans' lives. That emotional connection is what fuels our licensing, entertainment, and live experience strategy. As we return to the show floor at Licensing Expo, we're continuing to expand how we bring these stories to life with creative partners who share our passion and perspective."

Licensing Expo attendees are encouraged to join the Brands Untapped panel today, May 19 at 4 PM PT on the Networking Hub Stage, featuring insights from Nicole Tobey, Global Director of Creative & Product Development, Licensed Consumer Products.

Read on for Hasbro's latest news and brand launches to see how the company is inspiring a lifetime of play.

Global Experiences

- **CLUE: Mystery at the Mansion** (NMM): A new 3D immersive CLUE experience has launched in NYC. Broadway Murder Mysteries brings the CLUE board game to life as a portable, actor-led experience for a chosen venue. Ideal for brand activations and product launches, luxury hospitality buyouts, private, high-end celebrations, corporate holiday parties and more. Visit HERE for more info and download a high-res image. HERE
- **Dreamland Powered by Hasbro** (APAC): A new multi-brand family entertainment destination is set to launch this summer in Bayfront Zhongshan, China. Dreamland Powered by Hasbro will include a range of family-friendly activities spanning a range of Hasbro brands, including TRANSFORMERS, PEPPA PIG, and MY LITTLE PONY. Download high-res images HERE
- **MONOPOLY EXPERIENCE: Treasures of Brazil – São Paulo** (LATAM): MONOPOLY, the world's favorite board game, is traveling to São Paulo, Brazil for an epic immersive experience that blends local culture with storytelling and financial education. With a limited run at Shopping Cidade São Paulo, the attraction is set to open early this fall. Download high-res images HERE
- **MONOPOLY LIFESIZED Touring Edition** (LATAM): Opening later this summer, Mexico City is the latest host for MONOPOLY LIFESIZED Touring Edition. From Path Entertainment and REIL, the family-friendly experience invites players to compete on a giant MONOPOLY board while solving escape room-style challenges.
- **MONOPOLY Steakhouse** (NAM): Timeless Brands and Hasbro recently unveiled the MONOPOLY Steakhouse, a new gastronomic concept inspired by the world's favorite board game. MONOPOLY, Located in Plaza Aurora, within the cosmopolitan city of San Pedro Garza Garcia, the restaurant will offer a high-end culinary experience that fuses the elegance of a classic steakhouse with the creativity, humor, and distinctive and luxurious aesthetic of the MONOPOLY universe. Download high-res images HERE
- **PEPPA PIG Theme Parks – Florida and Texas** (NAM): Families are invited to pack their bags and join Peppa on sensitastic adventures through limited-time "Pig Family Travel Adventure" events, alongside select weekends of Amazon-sponsored pop-ups featuring interactive displays, giveaways, and exclusive offers!
  - From May 23–June 28, the Florida park will offer passport-inspired activities through a globe-trotting journey where little ones can explore different destinations alongside Peppa and family, plus a park-wide scavenger hunt. More info, images and b-roll HERE
  - Through June 5–August 16, the Texas park will also host a world-traveling passport experience, along with a Miss Rabbit meet-and-greet, plus all-new live shows including Daddy Pig's Magic Show, Peppa's Music and Arts Festival and Peppa's Story Book Celebration. More info, images and b-roll HERE
- **TRANSFORMERS Attraction** (LATAM): Hasbro and Dream Cars Automóveis e Eventos are bringing the TRANSFORMERS universe to life like never before in Brazil. The country's first fixed, immersive attraction, is set to open in late 2026 in Gramado, Rio Grande do Sul. Download high-res images HERE


Peppa Pig
Theme Park
Dallas/Fort Worth

PEPPA PIG Theme Park – DallasPort Worth



DREAMLAND powered by Hasbro



CLUE Mystery at the Mansion

Media

- **Dungeons & Dragons: Dungeon Masters Official Soundtrack** (Global): Based on "Dungeon Masters," the official Dungeons & Dragons Actual Play series, fans can musically infuse their own games with the sounds of 6X GRAMMY®-nominated composer David Arkenstone. Stream the digital album HERE, and download high-res images HERE.
- **MONOPOLY Hip Hop Edition** (Global): Mass Appeal and Hasbro are joining forces to launch MONOPOLY Hip Hop Edition, a first-of-its-kind collaboration blending music, gaming, and culture. The collaboration will kick off with an original music EP inspired by MONOPOLY and bring together major artists to create new tracks rooted in Hip Hop. The collaboration will introduce physical editions of MONOPOLY Hip Hop, set to launch in Fall 2027.
- **MY LITTLE PONY x DJ Pon-3** (Global): MY LITTLE PONY turns up the volume with DJ Pon-3's bold new "Neigh-Pop" sound, reimagining fan-favorite tracks with a fresh, pop-forward energy. Marking the newest entry in the lineup is the MY LITTLE PONY Rainbow Dash Catalog Song – Awesome As I Want To Be (DJ Pon-3's Remix). Stream the single HERE and download artwork HERE.
- **THE TRANSFORMERS: THE MOVIE: THE SOUNDTRACK: THE REFORMATTED EDITION Album** (Global): Hasbro is excited to announce the next stop on its "1986 Apology Tour" with THE TRANSFORMERS: THE MOVIE: THE SOUNDTRACK: THE REFORMATTED EDITION album. The reimagined soundtrack for THE TRANSFORMERS: THE MOVIE (1986), created in collaboration with record label Reigning Phoenix Music, will be available in vinyl and digital formats on July 24. The album features a special re-recording of the iconic "The Touch" with Stan Bush, available today to stream HERE and watch the music video HERE. Pre-order the album HERE, download high-res images HERE.



Dungeons & Dragons: Dungeon Masters Official Soundtrack



MY LITTLE PONY Rainbow Dash Catalog Song – Awesome As I Want To Be (DJ Pon-3's Remix)

Toys, Games & Crafts

- **Dungeons & Dragons x Archon** (Global): The new Dungeons & Dragons Underdark Pre-Painted Terrain Set is a premium, fully pre-painted modular terrain kit that combines ease of assembly with detailed craftsmanship, recreating the atmosphere of the Underdark on your tabletop. Purchase HERE and download high-res images HERE.
- **Dungeons & Dragons x Basic Fun!** (Global): Designed for Gen Alpha, Dungeons & Dragons Questers is an all-new collectible figure line from Basic Fun! that brings D&D's epic fantasy, iconic creatures, and heroic archetypes into a playful discovery-driven toy experience. The collection will launch in June, with a first-to-market at target, followed by a global rollout in July. Download high-res images HERE.
- **Dungeons & Dragons x Beadle & Grimes** (Global): Built for the Dungeon Master that demands an immersive game experience, the Ravenloft: The Horrors Within - Sinclair's Silver Edition contains everything needed to create frightful adventures in the Domains of Dread that will terrify and delight players. Available for purchase HERE, and download high-res images HERE.
- **Dungeons & Dragons x Fanfun!** (Global): Celebrate spooky season with a Ravenloft-inspired collection, including a Halloween Advent Calendar packed with gothic surprises, intricately designed dice sets, and a detailed Castle Ravenloft dice tray. The lineup also features standout pieces like the Inclusion Dice Set with suspended lives and an oversized liquid core D20 that swirls with ghostly mist, bringing the eerie magic of Barovia to every roll. Download high-res images HERE.
- **Dungeons & Dragons x Funko Bitty POP!** (Global): Launching in July, these miniature collectibles based on iconic Dungeons & Dragons characters bring immersive fun and storytelling opportunities. Download high-res images HERE.
- **Dungeons & Dragons x Sirius Dice** (Global): Launching throughout the summer, a new lineup of D&D collectibles brings the world of Ravenloft to life, including Mists of Ravenloft Treasure Packs with surprise loot, intricately crafted-themed dice sets, mini dice cups, and premium metal miniatures inspired by iconic characters and settings. The collection also features inclusive offerings like the Accessible Adventures Disability Prize Dice Set, blending immersive gameplay, collectability, and purpose-driven design. Download high-res images HERE.
- **Dungeons & Dragons x Wiz Kids** (Global): A haunting lineup of Dungeons & Dragons miniatures bring the terrors of the Domains of Dread to life, including a Gargantuan Darkloid of Ravenloft with indescent detailing and a sleek gloss finish. Coming later this year, the collection also features packs of otherworldly horrors and alternatives like Gug, Yithian, Nightgaunt, Elder Thing, Mi-Go, and Shoggoth. Download high-res images HERE.
- **MY LITTLE PONY x MINSO** (Global): MINSO launched in 2026 Chinese New Year collection in China, featuring a new wave of MY LITTLE PONY plush and accessories now rolling out across more than 1,000 stores, globally! The collection is available for purchase HERE. Download high-res images HERE.
- **MY LITTLE PONY x The Woodies** (NAMEMEAVAIZ): A newly launched MY LITTLE PONY crochet kit range brings the magic of friendship to life with easy, step-by-step kits inspired by fan-favorite characters, including Twilight Sparkle, Applejack, and Rainbow Dash. Designed for makers of all skill levels, the collaboration celebrates creativity, imagination, and the power of friendship through hands-on play. The collection is now available HERE. Download high-res images HERE.
- **PEPPA PIG x Goliath** (NAMEMEAV): PEPPA PIG joins Goliath's Colorific and Doodle Town ranges, bringing fresh arts and crafts experiences to preschoolers and filling a key gap in the toddler creative play space. Launching this fall, the range introduces a vibrant world of draw-and-play that sparks imagination from the very start. Download high-res images HERE.



Dungeons & Dragons x Basic Fust



Dungeons & Dragons x Funko Bitty POP!



PEPPA PIG x Outlaith

Apparel & Accessories

- **MAGIC: THE GATHERING x Marvel x BoxLunch** (NAM): In late June, BoxLunch will unveil a new collection that seamlessly blends the worlds of MAGIC: THE GATHERING and Marvel, featuring an exclusive spread of apparel and accessories. Fans who spend $60 or more will earn a limited-edition Captain America trading card. BoxLunch will also donate one meal through Feeding America® for every $10 spent. HERE.
- **MY LITTLE PONY x Ixiabaila** (Global): Ikiabaila, one of China's leading kids' brands, has teamed up with Hasbro to launch a new MY LITTLE PONY clothing collection, bringing playful style to families across the market. Available for purchase HERE. Download high-res images HERE.
- **MY LITTLE PONY x hygge.hoo** (APAC): In collaboration with influencer Pley Chava, hygge.hoo recently debuted a MY LITTLE PONY inspired collection, sparking strong fan excitement. Download high-res images HERE.
- **MY LITTLE PONY x The Land of Viva Deal in Thailand x Four P's Clothing Co Ltd** (APAC): This recently launched MY LITTLE PONY clothing collection blends playful brand elements with everyday styles for modern families & kids, expanding into Thailand as part of a broader lifestyle strategy beyond toys. Download high-res images HERE.
- **MY PET MONSTER x Loungefly** (NA/EMEA): Fans can look forward to Loungefly's upcoming MY PET MONSTER Exclusive Mini Backpack, coming this summer. Visit HERE and follow the brand @Loungefly on Facebook, Instagram, and X to be notified of upcoming launches.
- **PEPPA PIG x Character.com/Wear the Fun** (EMEA): Character.com is celebrating George Pig with a dedicated range of kids' daywear and nightwear. Featuring George alongside Peppa and Evie, the collection highlights a story of family support and discovery, supported by a bespoke style guide and donation to the National Deaf Children's Society. Available for purchase HERE.



MY LITTLE PONY x hygge.hoo



MAGIC: THE GATHERING x Marvel x BoxLunch

Home & Lifestyle

- **Dungeons & Dragons x Dr. Squatch** (NAM): Incorporate a fantastical clash of sweet and sinister, with notes of strawberry and citrus twisted through aromas of cinnamon and saffron, into your next bath. Available in July, these Dr. Squatch soaps deliver the treasure and deception. Adventurers beware.
- **Dungeons & Dragons x WOLFpak** (NAM): Blending nostalgia with everyday utility, WOLFpak's Dungeons & Dragons-inspired collection features backpacks, a duffle-bag, shirts, and patches with retro-inspired designs. The collection is available now exclusively at Hot Topic. Download high-res images HERE.
- **MY LITTLE PONY x d'zzit** (WHC): d'zzit brings a bold twist to nostalgia with its MY LITTLE PONY adult fashion collection. Available now, this range blends youth-driven street style with the brand's signature magic and fan-favorite characters. Download high-res images HERE.
- **PEPPA PIG x Mr. Clean** (NAM/MEA/APAC): Mr. Clean has partnered with PEPPA PIG to introduce a new Peppa-inspired track, "It's Time for Nappy Pants," celebrating everyday family moments with humor and heart. Listen to the song HERE, and download high-res images HERE.
- **PEPPA PIG x My Carry Potty** (NAM/MEA/APAC): PEPPA PIG and My Carry Potty are teaming up for award-winning potty-training solutions with one of the world's most recognizable preschool characters. Launching this summer, the co-branded range supports children's independence while offering parents a reliable, stress-free solution with a fun PEPPA PIG touch. Download high-res images HERE.
- **PEPPA PIG x P&G** (EMEA): Inedibo has recently teamed up with P&G and Pampers to introduce Pampers Premium Protection Nappy Pants, bringing a playful, character-led design to a key developmental milestone for families in the UK. The campaign includes a new Peppa-inspired track, "It's Time for Nappy Pants," celebrating everyday family moments with humor and heart. Listen to the song HERE, and download high-res images HERE.
- **PEPPA PIG x STAEDTLER** (EMEA): PEPPA PIG joins STAEDTLER's Noris junior range, bringing playful, child-friendly stationery that's safe, easy to hold, and designed to spark creativity from the very first scribble. The partnership inspires early imagination with tools made just for little hands. Available for purchase HERE. Download high-res images HERE.



PEPPA PIG x My Carry Potty



3K2BA28-1B



3K2BA28-1G

MY LITTLE PONY x stud



Dungeons & Dragons x WOLFpak

Publishing

- **Dungeons & Dragons x Clarkson Potter** (World English): Clarkson Potter will publish *Baldur's Gate 3: The Necromancy of Thay* on July 21, 2026. The release is a blank, grid-paper notebook that is a faithful reproduction of the Necromancy of Thay, an important quest item found in the game, featuring an embossed skull on the cover, foil stamping, and illustrated "clasps" to protect the book's unholy content from prying eyes. Pre-order HERE.
- **Dungeons & Dragons x Clarkson Potter** (World Rights): Intended for new players, *The Dungeon Masters' Workbook of WorldBuilding* is an interactive workbook that guides new players on the basic elements of the World's Greatest Roleplaying game along with new insights for experienced players. Read more
- **Dungeons & Dragons x Clarkson Potter** (World Rights): Published in May, *The Player's Workbook of Epic Adventure*, by Andrew Wheeler is an interactive workbook designed to help Dungeon Masters craft unforgettable adventures through a series of engaging writing and brainstorming exercises. Read more HERE.
- **Dungeons & Dragons x Random House Worlds** (World Rights): Random House Worlds will publish *Baldur's Gate 3: Ascension* by award-winning, New York Times bestselling fantasy author T. Kingfisher on September 29, 2026. This prequel novel follows the beloved character Astarion during his time in servitude to the vampire lord Cazador Szarr in the years leading up to the events of the video game. The audiobook, published by Penguin Random House Audio, will be narrated by Neil Newbon, the acclaimed actor behind Astarion's voice and performance capture in the game. Pre-order HERE.
- **Dungeons & Dragons x Random House Worlds** (World Rights): In June, Penguin Random House will publish *The Feywild Job* by C. L. Polk, a cozy fantasy romance that immerses readers in an elaborate Feywild heist where sparks fly as bitter exes are forced to team up. Read more HERE.
- **Dungeons & Dragons x Ten Speed Press** (World Rights): On August 11, 2026, Ten Speed Press will publish *The Official Baldur's Gate 3 Coloring Book*, illustrated by Jaki King, featuring 40 gorgeous black-and-white line drawings of characters, creatures, and settings from Baldur's Gate 3. Pre-order HERE.
- **Dungeons & Dragons x Ten Speed Press** (World Rights): On November 3, 2026, Ten Speed Press will publish *A Feast for a Tenday: The Official Baldur's Gate Cookbook* by Andrew Wheeler, featuring 65 recipes organized by course and camp location, with dishes for sharing marked as Romancedote. The book will also have original chapter-opener illustrations and 45 photographs. Pre-order HERE.
- **Dungeons & Dragons x Ten Speed Press** (World Rights): Dive into a world of crochet and adventure with *Crochet: A Book of Many Patterns*, a delightful collection of D&D-inspired designs for fans and crafters of all skill levels. Read more HERE.
- **Magic: The Gathering x Ten Speed Press (World Rights)**: Ten Speed Press brings the Multiverse to life with *The Magic: The Gathering Coloring Book*, featuring intricately illustrated black-and-white line art inspired by iconic cards, characters, and creatures from across MTG history. Designed for fans and collectors of all skill levels, this immersive coloring experience celebrates the game's rich visual legacy while offering a creative new way to engage with the brand. Read more HERE.
- **Magic: The Gathering x Dark Horse (World Rights)**: Dark Horse expands the Magic: The Gathering universe with the *Untold Stories* series, a new line of graphic storytelling that explores previously unseen narratives from across the Multiverse. Spotlighting fan-favorite Planeswalkers, settings, and lore, the series offers fresh perspectives and deeper character insights, enriching the MTG canon through visually dynamic and emotionally resonant stories. Read more HERE.
- **M.A.S.K. x Skybound Entertainment** (World Rights): *M.A.S.K. Joins the Energon Universe* in June with the most anticipated new comic book launch of the year where anyone and everyone must join the fight for humanity's survival. Download high-res images HERE.
- **MY LITTLE PONY x Kayou** (NAM/EMEA): Hasbro and Kayou co-developed and launched the MY LITTLE PONY Trading Card Game: Friendship Begin, introducing a new way for fans to play, collect, and connect through the magical world of Equestria. As part of its global growth strategy, Kayou is expanding into EMEA, building on its collaboration with Hasbro in NAM. Download high-res images HERE.
- **PEPPA PIG x Hello Books** (APAC): Hasbro is teaming up with Hello Books to expand the PEPPA PIG universe in China through a dynamic new children's publishing program that aims to spark curiosity and create joyful reading experiences for young fans and families. Download high-res images HERE.
- **PEPPA PIG x Yoozoo** (NAM/EMEA/ANZ): PEPPA PIG returns to Tonieplay *PEPPA PIG: Playdate with Peppa* and *PEPPA PIG: The New Baby Sister* with new audio experiences inviting kids to explore her world in an adventurous way. Designed for screen-free play, kids can pop Peppa onto their Toniebox for interactive, muddy puddle fun! Order your very own Tonieplay HERE for *PEPPA PIG: Playdate with Peppa* and HERE for *PEPPA PIG: The New Baby Sister*. Download high-res images HERE.

Promotions

- **CLUE, CHUTES & LADDERS, CONNECT 4, GUESS WHO?, YAHTZEE x Chick-Fil-A** (NAM): Hasbro Games blend the deliciousness of Chick-Fil-A and competitive fun with new promotion that will run through August 10, 2026, across the United States. During this time, consumers who purchase a Chick-fil-A® Kid's Meal will receive a complementary premium inspired by Hasbro's iconic games, including CHUTES & LADDERS, CLUE, CONNECT 4, GUESS WHO?, and YAHTZEE. Download high-res images. HERE.
- **PLAY-DOH x Škoda Auto** (EMEA): Škoda Auto has teamed up with PLAY-DOH for a year-long collaboration, kicking things off at Milan Design Week to support the launch of the all-new electric Škoda Epiq. The idea centres on the playful, hands-on creativity PLAY-DOH is known for, resulting in a campaign that feels fun, imaginative, and accessible to audiences. Download high-res imagesHERE.
- **MONOPOLY x Mitka** (Global): Mitka has launched a 12-week promotion running through the end of June, giving shoppers a chance to win customized MONOPOLY and MONOPOLY Deal games for a limited time. Download high-res images HERE.



PLAY-DOH x Skoda



MONOPOLY x Milka

Food & Beverage

- **Dungeons & Dragons x New Holland Brewing** (NAM): Dragon's Milk and Dungeons & Dragons are teaming up for a 3rd year to bring back its popular D&D-themed adult beverages. 2026 products will feature the popular D&D themed Coconut Rum Barrel Reserve Stout, the Mead Cask Origin Bourbon, and d20 Brew. The Coconut Rum Barrel Reserve Stout will launch this July, with the Bourbon and the d20 following later in the year.
- **MY LITTLE PONY x Cui Xiang Mi** (APAC): Cui Xiang Mi taps into the Year of the Horse with the recent launch of MY LITTLE PONY chocolates featuring engravings of Mane 6 and Spike, bringing playful character designs to family-friendly treats developed for quality and enjoyment. Download high-res images HERE
- **TRANSFORMERS & Dungeons & Dragons x SNEAK Energy** (UK): SNEAK Energy is leveraging TRANSFORMERS and Dungeons & Dragons' rich universes for bold energy drink launches that tap into brand's worldbuilding, fandom, and creativity. Products are now available at retail nationwide, with the range launching online later this summer. Download high-res images HERE



MY LITTLE PONY x Cui Xiang Mi



TRANSFORMERS & Dungeons & Dragons x SNEAK Energy