



Hasbro Celebrates International Day of Play 2026 with Global Experiences That Invite Everyone to Play

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Expanding access to play through more than 4,000 events celebrating Dungeons & Dragons and MAGIC: THE GATHERING at participating Wizards Play Network retail stores

Pawtucket, R.I. – June 9, 2026 – Hasbro, Inc. (NASDAQ: HAS), a leading games, IP and toy company, is celebrating the third annual [International Day of Play](#) (IDOP) on June 11, 2026 by inviting players everywhere to connect, learn, and play together.

Recognized by the United Nations as a global call to action, International Day of Play champions play as a fundamental human right; advocating for more time, space, and access to play for all.

This year, Hasbro is turning that call into action: expanding access to play through beginner-friendly experiences, community-driven events, and connected digital activations across Dungeons & Dragons and MAGIC: THE GATHERING. Powered by a global network of more than 10,000 Wizards Play Network retail locations, Hasbro is bringing play to life at scale—meeting players wherever they are and inspiring a lifetime of play.

“International Day of Play is about opening the door for more people to experience the joy and connection that play creates,” said Theron Grim, Vice President, EHS, Sustainability, and Corporate Citizenship at Hasbro. “Whether you’re brand new or a lifelong fan, this is your invitation to join a global community and discover how play can bring people together.”

As part of its Playing to Win strategy, Hasbro is focused on expanding access to play and growing its communities around the world; bringing its “Everyone Plays” philosophy to life by lowering barriers and creating welcoming, social experiences for all.

Hasbro’s 2026 IDOP highlights:

MAGIC: THE GATHERING – Bring a Friend, Build a Community

MAGIC: THE GATHERING is transforming IDOP into a community-powered play moment, anchored by in-store events across the Wizards Play Network and amplified through MTG Arena, including:

- Avengers Academy is a MAGIC: THE GATHERING | Marvel Super Heroes learn-to-play experience designed to help players introduce friends to Magic in a fun, low-pressure environment
- Social formats like Commander and Two-Headed Giant, where players team up, play together, and build confidence
- Welcome decks and in-store rewards for new players and those who bring a friend
- A global MTG Arena activation, including a phantom event and limited-time digital rewards

Dungeons & Dragons – Start Your Story

Dungeons & Dragons invites players everywhere to step into a world of imagination and adventure with *Borderlands Quest: Dagger Danger*, a beginner-friendly experience available globally.

- A guided adventure designed for first-time players and Dungeon Masters
- Pre-made characters, simplified rules, and a clear narrative path to make getting started easy
- Available [digitally on D&D Beyond](#) at no cost to DDB account holders, and brought to life at participating Wizards Play Network locations worldwide

Whether playing at home or in-store, D&D's IDOP activation makes it easy for anyone, anywhere to start playing together.

Play Around the World

Across its global offices, Hasbro is bringing International Day of Play to life through employee engagement and community impact:

- A global “Power Down to Play” moment encouraging employees to step away from work and connect through play;
- Friendly Connect 4 tournaments across seven global hubs, complete with brackets and championship moments;
- A “donate to play” model supporting local nonprofits that expand access to play;
- Volunteer opportunities connecting employees directly with communities through play-based experiences that directly support local organizations around the world, including:
 - In Pawtucket, Rhode Island, Hasbro volunteers will host a CampOut Family Game Night for children and families from The Hole in the Wall Gang Camp, a year-round program that provides free, medically supported camp experiences for children with serious illnesses and their families;
 - In Boston, Massachusetts, Hasbro volunteers will join longstanding partner Playworks to host an IDOP activation bringing classic recess favorites to life alongside the City of Boston;
 - In Renton, Washington, volunteers from Hasbro's Wizards of the Coast will bring joy to hundreds of middle school students at Showalter Middle School during a Magic and D&D Game Day.

A Global Movement for Play

International Day of Play, adopted by the United Nations in 2024, is a global advocacy day dedicated to protecting and promoting every person's right to play. Celebrated annually on June 11, it calls on governments, organizations, and communities to ensure all children have access to safe, inclusive, and meaningful play opportunities.

At Hasbro, that mission comes to life through experiences that welcome new players, strengthen communities, and inspire a lifetime of play.

Call to Action

Players can find participating events at their local game store by visiting: <https://locator.wizards.com/>

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 165 years of expertise, Hasbro delivers groundbreaking play experiences and reaches more than 1 billion fans annually 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.