



Hasbro to Produce New Toys Based on Nintendo's The Legend of Zelda Franchise

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PAWTUCKET, R.I.--(BUSINESS WIRE)--Jul. 16, 2026-- Hasbro, a leading games, IP and toy company, today announced a new licensing partnership with Nintendo to create products based on the popular *Legend of Zelda* franchise. This multi-year collaboration is set to begin in 2027, starting with the first reveals of three 6" scale figures at San Diego Comic Con (July 23-26, 2026).

"For decades, *The Legend of Zelda* franchise has captivated fans through its deep lore, unforgettable characters and enduring sense of discovery," said Billy Lagor, President Toys and Board Games at Hasbro. "By combining Nintendo's iconic storytelling with Hasbro's leadership in action and role-play, we're delivering toys that invite fans to play, explore and forge their own epic adventures."

Ever since its first title, released in the US in 1987, the *Legend of Zelda* series has mixed exploration and discovery with action and adventure. Link and Zelda's eternal battle against Ganondorf forms the centerpiece of these epic tales from the world of Hyrule.

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 2026 JUST Capital Industry Leader, a Brand that Matters by Fast Company, and one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50 for fourteen consecutive years. For more information, visit <https://corporate.hasbro.com> or follow Hasbro on LinkedIn.

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Hasbro PR:

Crystal Flynn

Crystal.Flynn@hasbro.com

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