



HASBRO PRESENTS A BLOCKBUSTER LINEUP OF ICONIC BRANDS, NEW IPS, AND FAN EXPERIENCES AT SAN DIEGO COMIC-CON 2026

20 Jul, 2026

Fans Can Visit Booth #3213 to Shop the Hottest Convention Exclusives and Limited-Edition Collectibles at the Hasbro Pulse Store

PAWTUCKET, R.I. — JULY 20, 2026 — Hasbro, a leading games, IP and toy company, today announced an action-packed lineup of products, panels and fan-first experiences for San Diego Comic-Con. At Booth #3213, fans can explore an unmatched portfolio of iconic Hasbro brands including *Transformers*, *Dungeons & Dragons*, *Magic: The Gathering*, *My Little Pony*, *G.I. Joe*, and *Power Rangers* —alongside premier collaboration brands like *Star Wars*™ and Marvel from Disney Consumer Products, *KPop Demon Hunters* from Netflix, *The Legend of Zelda* from Nintendo, *Ghostbusters* from Sony, *Beyblade X* from ADK Emotions NY Inc. and T-Licensing Inc., and many more.

"San Diego Comic-Con remains one of the most exciting moments of the year for fans and for Hasbro," said Billy Lagor, President of Toys & Board Games at Hasbro. "It's where fandom comes to life, and for us, it's a chance to celebrate the stories, characters, and worlds fans love most. From must-have product exclusives at our Hasbro Pulse Store to highly anticipated brand panels and exciting new collaborations with globally loved entertainment properties, we're continuing to expand what's possible in the fan space. Throughout the weekend, we're creating moments that spark connection, fuel nostalgia, and bring fans of all generations together through the joy of play."

HASBRO BOOTH #3213

Inspired by [HasbroPulse.com](https://hasbropulse.com), this interactive destination brings fans into the worlds they love, featuring new product showcases, immersive experiences and shareable photo moments all in one place.

- **Hasbro Pulse Store:** Shop a curated selection of top-quality toys and collectibles, including must-have **convention exclusives** such as the following (more info and images [here](#)):
 - **TRANSFORMERS OPTIMUS PRIME & AUTOBOT JAZZ CEREAL BOX SET**
 - **TRANSFORMERS JEM AND THE HOLOGRAMS AUTOBOT BLASTER & KP GLIT, KP SUNDOR, AND KP ROSANNA**
 - **G.I. JOE CLASSIFIED SERIES #204, FATAL FLUFFIES**
 - **G.I. JOE CLASSIFIED SERIES #205, SHIPWRECK VS. CADET DEMING (THERE'S NO PLACE LIKE SPRINGFIELD)**
 - **KENNER CLASSICS THE REAL GHOSTBUSTERS ECTO-GLOW GLOW COPTER VEHICLE**
 - **MY LITTLE PONY KAYOU FRIENDSHIP IN THE CARDS**
 - **STAR WARS: THE BLACK SERIES ARF TROOPER (501ST) & AT-RT FIGURES**
 - **STAR WARS: THE VINTAGE COLLECTION ANAKIN SKYWALKER & ASAJJ VENTRESS FIGURES**
 - **MARVEL LEGENDS SERIES PROFESSOR CHARLES XAVIER & HOVERCHAIR, X-MEN '97 FIGURE**
 - **MARVEL LEGENDS SERIES SPIDER-MAN, MARVEL'S LIZARD, & MARVEL'S ELECTRO FIGURES**
- **Star Wars: Ultimate Grogu Display:** Get an up-close look at the upcoming Ultimate Grogu 1:1 scale premium animatronic, a first-of-its-kind collectible. Featuring screen-accurate design, premium materials, and more than 250 animations and sounds, Ultimate Grogu is crafted for collectors, fans, and cosplayers alike that makes this offering a must-see at the show.

FAN EXPERIENCES AND LIVE EVENTS

Hasbro will immerse fans in their favorite fandoms through live events and more.

- **THE TRANSFORMERS: THE MOVIE 40th Anniversary Celebration of Life Concert:** Hasbro's playful year-long "Apology Tour" hits a high note on Thursday, July 23rd at House of Blues San Diego with a special live event celebrating the 40th anniversary of *THE TRANSFORMERS: THE MOVIE* and acknowledging the moment fans still haven't quite recovered from. Featuring music from [THE TRANSFORMERS: THE MOVIE: THE SOUNDTRACK: THE REFORMATTED EDITION](#) performed live by **KNIGHTS OF UNICRON**, along with a special performance of "The Touch" by **Stan Bush**, the concert pays tribute to the soundtrack that helped turn an animated movie into a cultural touchstone for generations of fans. They are joined by a powerhouse lineup of fan-favorite acts, including **Vince DiCola**, whose legendary score helped define the sound and spirit of *THE TRANSFORMERS: THE MOVIE*; **COLD SLITHER**, tearing in with their loud, lawless sound straight from the world of *G.I. Joe*; and **Britta Phillips**, the original singing voice of Jem from *Jem And The Holograms*, serving up all the glitter, glam, and truly outrageous pop fans could ask for. Together, they'll crank the volume on a one-night-only celebration of Hasbro music and fandom that's truly... More Than Meets the Eye. Fans can also shop limited-edition, show-only merchandise. Tickets and VIP packages are available now [here](#).
- **Magic: The Gathering | Marvel Super Heroes Fan Experience:** Running Thursday through Sunday at Petco Park and open to all fans (no badge required) the Magic: The Gathering | Marvel Super Heroes Fan Experience is the place to be for anyone ready to assemble around the table. Fans can dive into the Marvel Super Heroes set with learn-to-play sessions and Ticketed Play, walk away with exclusive goodies including a special promo card, comic book, and Marvel Super Heroes Welcome Decks, and tee off on a five-hole Tap Tap Mini Golf course inspired by iconic Magic lore.
- **Mood Swings: A Brand-New Trading Card Game from Magic: The Gathering's Head Designer:** Fans can also get hands-on with Mood Swings, a brand-new trading card game from Magic's Head Designer Mark Rosewater, nearly three decades in the making. With no deck building required and a game that wraps up in five to ten minutes, Mood Swings is ready to play the moment you open the box.
- **Star Trek: Boldly Built: Two icons: the LEGO Group and Magic: The Gathering.** Come to the Marriott Marquis for one epic photo op. Step into the Star Trek universe like never before — where beloved toys become the backdrop for your next great adventure. Fans can stop by on Thursday, Friday, and Saturday from 9:30am- 7:00pm and on Sunday from 9:30am – 5:00pm.

Hasbro's licensed partners will bring fan-favorite brands to San Diego Comic-Con with exclusive collectibles, first looks, and premium displays spanning *Transformers*, *Dungeons & Dragons*, *Magic: The Gathering*, *My Little Pony*, and more.

- **BOOM! Studios** (Booth #2229) will offer SDCC-exclusive collectibles including a *Mighty Morphin Power Rangers (2026) #1 Homage Exclusive*, a *My Little Pony: Friendship is Magic #1 Facsimile Edition Blind Bag* and *Power Rangers Green #1 Blind Bag*.
- **Funko** (Booth #5341) will offer a slate of convention exclusives with *Dungeons & Dragons*, *Magic: The Gathering*, and *Baldur's Gate 3*, available at the booth and through direct-to-consumer channels.
- **HanCholo** (Booth #1720) will launch its new *Power Rangers* jewelry collection at SDCC, marking the collection's first retail debut. The products will be showcased in custom arcade-inspired displays and available for purchase at the event.
- **Iron Studios** (Booth #1815) will showcase premium *G.I. Joe* and *Transformers* collectibles available for purchase, including Art Scale statues of Snake Eyes, Storm Shadow, Flint, Destro and Optimus Prime. Fans will also get a first look at the company's first-ever *Dungeons & Dragons* collectible, a Beholder Demi Art Scale statue, with pre-orders opening soon after its SDCC debut.
- **Kotobukiya** (Booth #3535) will be exhibiting its highly anticipated Furby Bishoujo statue and pre-orders are now open.
- **The Loyal Subjects** (Booth #3245) will showcase a range of Hasbro collectibles, including products from *A.S.K.*, *Popples*, *My Pet Monster*, and *Jem*. Attendees can get an early look at upcoming releases, while select convention exclusives and fan-favorite products will be available for purchase at the booth.
- **Robosen** (Booth #2629) will showcase its growing lineup of interactive *Transformers* collectibles, including the NEW Soundwave, Megatron, ELITE Optimus Prime along with the NEW Trailer, and Bumblebee! Select products will also be available for purchase during the event.
- **Sideshow** (Booth #2401) will debut an all-new *Baldur's Gate 3* Astarion statue. The collectible will be showcased at their booth and featured across the company's social channels, with availability to purchase later this year.
- **Stern Pinball** (Booth #4039) will spotlight *Transformers* at SDCC with playable pinball games and exclusive physical media and merchandise for *THE TRANSFORMERS: THE MOVIE: THE SOUNDTRACK: THE REFORMATTED EDITION* from Reigning Phoenix Music. Fans can also play *Transformers* pinball at Stern's pop-up arcade at the Pacific Ballroom in the Marriott Marquis (open to the public) and during Hasbro's Celebration of Life Concert at the House of Blues.
- **Symbiote Studios** (Booth #5629) will spotlight its largest-ever lineup of officially licensed *Transformers* plush, headlined by the SDCC-exclusive Grimlock G2 plush. The booth will also host meet-and-greet signings with *Transformers'* voice actors Frank Todaro and Gregg Berger, while offering fans a first look at upcoming *Transformers* and *My Little Pony* plush releases debuting later this year.

- **THREEZERO** (Booth #2944) will feature premium *Transformers* collectibles, including the SDCC-exclusive MDLX G2 Heroes Combat Megatron and the exclusive DLX Optimus Primal (Beast Wars Universe Edition). Both exclusives will be available for purchase at the booth.

EXCLUSIVE PANELS, BIG REVEALS AND SPECIAL GUESTS

Comic-Con attendees are encouraged to attend Hasbro's highly anticipated brand panels, featuring new product reveals, special guests, and feature presentations from key partners and collaborators.

Thursday, July 23

- **Dark Horse & *Dungeons & Dragons* & Comics Panel: 10:00AM - 11:45AM, Omni San Diego Hotel, Omni Grand Ballroom ABC, 4th Floor** - Join Dark Horse and DM Mayanna Berrin of WOTC's *Dungeons Masters* live play series as they lead comics creators Jackson Lanzing, Collin Kelly, Amy Chu, Becky Cloonan in a quick and dirty (and hilarious) one-shot inspired by Dark Horse *Dungeons and Dragons* comics "Total Party Killers." and more! Stick around till the end for details of what's coming soon from Dark Horse Comics and Hasbro's *Wizards of the Coast*.
- **Hasbro *G.I. Joe* Panel: 10:00AM - 11:00AM, Room: 25ABC** - Join Bmac, Mark, and the new *G.I. Joe* development team for a behind-the-scenes look at what's next! The panel will feature exciting new product news, special guests, never-before-heard stories, digital character renders, in-hand figure prototypes, and pre-order announcements.
- **Star Trek: The Collector Frontier Panel: Thursday, July 23, 11:00AM, Room 5AB** - Captain, incoming transmission! Join Paramount Products & Experiences, the LEGO Group and Magic: The Gathering as we celebrate the 60th anniversary of *Star Trek* and the exciting products inspired by the iconic franchise. Enjoy exclusive reveals, meet the toy creators who bring these collaborations to life and win prizes.
- **Dark Horse Licensed Comics: More from Your Favorite Fandoms! Panel: 12:00PM - 1:00PM, Room: 25ABC** - Dark Horse has the power . . . of fandom. Dark Horse celebrates Masters of the Universe, *Dungeons & Dragons*, *Magic: The Gathering*, *Cyberpunk 2077*, *Tomb Raider*, and more, examining what it takes to bring fan-favorite characters and stories from the screen to the page.
- **Power Rangers: The Next Era Begins: 5:00PM - 6:00PM, Room: 23ABC** - Creators Marguerite Bennett (MIGHTY MORPHIN POWER RANGERS, GASTRONOMIQUE), Phillip Sevy (MIGHTY MORPHIN POWER RANGERS), Kenny Porter (SUPERBOY: THE MAN OF TOMORROW), and Joey Esposito (POWER RANGERS UNLIMITED, MIGHTY MORPHIN POWER RANGERS: ZORD QUEST) discuss what's in store for the next generation of *Power Rangers*! Moderated by BOOM! Editor-in-Chief Andy Schmidt and in conversation with editors Tea Fougner and Ari Yarwood, get exclusive previews, behind-the-scenes insights, and ask questions about the epic storylines shaping the next era of *Power Rangers*.

Friday, July 24

- **Marvel Legends Panel with Hasbro: 11:30AM - 12:30PM, Room: 5AB** - The Hasbro and Marvel product experts will discuss exciting news about Hasbro's ever-popular Marvel Legends product line! Attendees will also get a sneak peek of upcoming, never-before-seen items, followed by a Q&A for your burning Marvel Legends questions.
- **My Little Pony: A Celebration of Friendship Panel: 12:30PM - 1:30PM, Room: 5AB** - Join the team behind *My Little Pony* for a special panel celebrating the enduring impact of *My Little Pony: Friendship Is Magic* and the continued evolution of this beloved global brand. Featuring special guest Lauren Faust, creator of *Friendship Is Magic*, the discussion will explore the franchise's legacy, its lasting connection with fans, and what's on the horizon in Equestria.
- **Hasbro *Star Wars* Panel: 2:00PM - 3:00PM, Room: 7AB** - Join members of the Hasbro Marketing & Design teams as they discuss the popular Hasbro *Star Wars* line, including THE BLACKS SERIES and THE VINTAGE COLLECTION. Attendees will get an in-depth look at Hasbro's latest action figure offerings from throughout the saga. Word on the Holonet is there may also be a few surprises. May the Force be with you!
- **Hasbro *Transformers* Panel: 5:00PM - 6:00PM, Room: 25ABC** - Join the Hasbro *Transformers* Toy Development team as they take you behind the scenes to unveil the latest character figures from across the iconic brand. Plus, time permitting, there will also be a Q&A session filled with trivia and more!

Saturday, July 25

- **Transformers & *G.I. Joe*: The Energon Universe Is Unstoppable: 4:30PM | Room: 5AB** - The Next Phase of The Energon Universe is HERE! Join superstars Robert Kirkman (*Void Rivals*, *Transformers*), Joshua Williamson (*G.I. Joe*), Conor Hughes (*Void Rivals*), and Sean Mackiewicz (SVP/Publisher, Skybound) as they reveal what's next for the future of Skybound and Hasbro's groundbreaking shared universe featuring *Transformers*, *G.I. Joe*, *Void Rivals*, and *M.A.S.K.* Moderated by Arune Singh (VP, Brand, Skybound).
- **Magic: The Gathering – Blogatog Live: 6:30PM - 7:30PM | Room: 24ABC** - *Magic: The Gathering* head designer **Mark Rosewater** presents this one-man program in which he re-creates his daily blog, answering the audience's questions

about the making of the popular trading card game.

Can't make it to the convention? Fans can still experience the fun through exclusive livestreams and content from Hasbro's booth on the [Hasbro Pulse YouTube channel](#) (18+), featuring panel highlights, product reveals, and behind-the-scenes design discussions.

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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.

About Wizards of the Coast

Wizards of the Coast develops and publishes legendary games that inspire creativity, forge friendships and build communities of global fans. A division of Hasbro, a leading games, IP and toy company (NASDAQ: HAS), Wizards delivers premium experiences for gamers across tabletop, video games, and digital platforms based on both new and time-honored brands, including its best-known franchises *Magic: The Gathering* and *Dungeons & Dragons*, and from Hasbro's unparalleled portfolio of thousands of iconic marks.

Wizards' diverse studio network includes first-party developers Archetype Entertainment, Invoke Studios, and Skeleton Key as well as co-venture and license partners. Headquartered in Renton, Washington, Wizards fosters world-class talent to create unforgettable play experiences on all platforms. To learn more about Wizards, visit <https://company.wizards.com> or follow Wizards of the Coast on LinkedIn.

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