



Remembering Peter Cullen

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Peter's award-winning career spanned six decades of work in animation, film and broadcast. He gave Optimus Prime his voice and he shaped how millions of people first came to understand courage, sacrifice, and leadership.

The origin story of Optimus Prime is well known among fans: Peter auditioned for the role in 1984 with his big brother, Larry Cullen, in mind. A Marine veteran who served in Vietnam, Larry told him, "If you're going to be a hero, be a real hero. Be strong enough to be gentle. Be compassionate, understanding, and be true." That instruction became the character: a leader that never postures or patronizes. A leader that commands respect through dignity and self-sacrifice.

Many of us at Hasbro were fortunate enough to spend time with Peter over the years, and what always stood out was the warmth, the humility, and the quiet strength. Optimus Prime wasn't a character performance for Peter; it was simply a reflection of the man underneath.

Everyone at Hasbro extends our deepest condolences to Peter's family, friends, and the millions of fans around the world who feel this loss.

Rest easy, Peter. Till all are one.

Photo by Michael Loccisano/Getty Images