



Hasbro Celebrates Official Opening of Wizards of the Coast Studios in Montréal

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MONTRÉAL, Oct. 08, 2026 (GLOBE NEWSWIRE) -- Hasbro, Inc. today celebrates the official opening of its new studio, Wizards of the Coast Studios Inc., with an event welcoming employees, partners, media and local officials to the company's new downtown Montréal office.

The new hub will focus on developing new content for the *Dungeons & Dragons* franchise and supporting Wizards of the Coast's growing digital games portfolio, bringing together teams across game development and other areas within the organization.

"Montréal is where my own career in games began, so opening the doors of this studio means a great deal to me personally, and it means even more for what it represents for the future," said Dan Ayoub, Senior Vice President, Head of Dungeons & Dragons and Head of Wizards of the Coast Canada, Hasbro. "This studio will grow to be the largest concentration of video game talent at Hasbro, built on one of the world's deepest game development ecosystems. We're here to create the next generation of digital game titles, and to do it with the incredible talent this city has to offer."

Wizards of the Coast has been active in Greater Montréal's gaming ecosystem since 2019, through its acquisition of Invoke Studios, and the expansion is expected to create hundreds of new jobs in the Montréal gaming sector. With this opening, Montréal joins the roster of major Hasbro offices worldwide, each playing a role in the company's creative pipeline, digital innovation, and operations. The project has been supported by Montréal International and Investissement Québec International.

The 35,518-square-foot studio is planned to grow to approximately 200 employees by 2028, with specialized spaces including a dedicated gaming lounge.

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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