



May 5, 2014

## Six Youth Named as Hasbro Community Action Heroes for Exceptional Service, Leadership and Advocacy in their Local and Global Communities

### *Hasbro and generationOn honor remarkable group of young volunteers*

PAWTUCKET, R.I.--(BUSINESS WIRE)-- This week, generationOn, the youth enterprise of Points of Light, and branded play company [Hasbro, Inc.](#) (NASDAQ: HAS) will honor six inspiring young people as Hasbro Community Action Heroes for their extraordinary achievements in community service. The six young service leaders, who have created unique ways to address challenging issues in their local and global communities, will receive their awards during the annual generationOn Benefit on May 8, 2014, at The Mandarin Oriental Hotel in New York City.

"As we celebrate the fifth anniversary of this award, we are thrilled to recognize these young change-makers who are creating real and lasting improvements to our world," said Brian Goldner, President and Chief Executive Officer of Hasbro, Inc. "Young people have an amazing capacity to identify what needs to be done, and to make a difference and Hasbro is proud to celebrate their accomplishments."

Hasbro, which is one of generationOn's founding partners, has a long and proud tradition of empowering childhood worldwide through a variety of philanthropic programs. Together, Hasbro and generationOn selected the six new Hasbro Community Action Heroes, ages 5 to 17, from more than 400 nominations submitted on behalf of young people across the nation. Each Hero will receive a \$1,000 educational scholarship in addition to the trip to New York City.

GenerationOn believes that young people have the ability to transform themselves, their communities and the world through service. "The actions of these awardees are a strong example of the power of youth to effect change, and they are an inspiration to all of us," explains Daniel Horgan, Executive Director of generationOn. "For five years now, the Hasbro Community Action Hero awards recognize young people who are serving as leaders, advocating for important issues, inspiring others to become equally engaged and making their mark on the world through service."

This year's awardees include:

- **Ethan Cruikshank**, age 15, Mechanicsville, VA— Ethan founded [Music to My Ears](#), an all-volunteer run organization led by middle and high school students who provide weekly music lessons to elementary school-aged children. Since its founding, Music to My Ears has served 87 children with 24 different music instructors.
- **Gabriele Eggerling**, age 10, Huntington Beach, CA— Gabriele founded Mission:HERO (Helping Others Read Out loud) when he was eight years old. Since then, Mission:HERO has donated more than 1,500 books to low-income kids in the United States and abroad. In addition, Gabriele reads to 150 elementary students each month at schools and libraries.
- **Neha Gupta**, age 17, Yardley, PA— Neha started [Empower Orphans](#) to help impoverished children in orphanages in northern India. To date, Neha's efforts have positively impacted the lives of more than 25,000 children, and she has raised more than \$1 million to support projects such as vision and dental camps and the installation of a water well and purification system to provide clean drinking water to thousands of people.
- **My'Kah Knowlin**, age 13, Lincoln, NE— My'Kah started [Boxes of Love](#), a nonprofit organization that provides creative care packages, when she was just nine years old. Moved by the devastating aftermath of the Joplin, MO tornado in 2011, My'Kah collected and distributed more than 300 Boxes of Love to the children who had lost everything during this disaster. She has since raised more than \$71,000 to support care packages for Marines in Afghanistan and to support families affected by the Newtown, CT school shootings.
- **Kellon Oldenette**, age 5, Jacksonville, IL— Kellon was inspired to get involved in service when he learned that some kids do not have toys or even new socks to wear. He began a sock collection project for children and adults in the community and has collected more than 1200 pairs of new socks for the New Directions Warming and Cooling Shelter, the Salvation Army, local elementary schools and the local Veterans-To-Work program.

- **Remington Youngblood**, age 13, Duluth, GA— Remington founded [CHANGE 4 GEORGIA \(C4G\)](#), a community service program that provides students with opportunities to thank soldiers and veterans for their service, dedication and sacrifice while also providing military families with supplies and support. With the help of 34 seventh grade students, Remington has raised over \$80,000 to support C4G.

Including this year's honorees, 30 youth have been recognized and celebrated as Hasbro Community Action Heroes since generationOn was first established in 2010.

The generationOn Benefit will also honor lifestyle brand Alex and Ani, Prudential Financial, Inc. as well as CBS News anchor Maurice DuBois and his wife, Andrea. These committed supporters are recognized for embodying generationOn's mission to inspire, equip and mobilize youth to take action that changes the world and themselves through service.

### **About generationOn**

GenerationOn is the global youth service movement igniting the power of kids to make their mark on the world. As Points of Light's youth service enterprise, generationOn inspires, equips and mobilizes youth to take action through generationOn service clubs, schools, youth organizations, campaigns and youth leadership initiatives. It also provides tools and resources to youth, families and educators to help kids change the world and themselves through service. For more information, visit [generationon.org](http://generationon.org).

### **About Points of Light**

Points of Light - the largest organization in the world dedicated to volunteer service - mobilizes millions of people to take action that is changing the world. Through affiliates in 250 cities and partnerships with thousands of nonprofits and corporations, Points of Light engages more than 4 million volunteers in 30 million hours of service each year. We bring the power of people to bear where it matters most. For more information, go to [pointsoflight.org](http://pointsoflight.org).

### **About Hasbro**

Hasbro, Inc. (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through the creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF and LITTLEST PET SHOP. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative play and entertainment experiences, in a variety of forms and formats, anytime and anywhere. The Company's Hasbro Studios develops and produces television programming for more than 180 territories around the world, and for the U.S. on Hub Network, part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK). Through the company's deep commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named to the Civic 50 as one of "America's Most Community Minded Companies" and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at [www.hasbro.com](http://www.hasbro.com).

### **HASPH**

generationOn:  
Elizabeth Kaeser, 917-746-8176  
[ekaeser@generationOn.org](mailto:ekaeser@generationOn.org)  
or  
Hasbro, Inc.:  
Brandon Keough, 401-727-5651  
[brandon.keough@hasbro.com](mailto:brandon.keough@hasbro.com)

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