



## Dr. Becky Kennedy Headlines Speaker Lineup for Second Annual Hasbro Women Innovators of Play

*Event registration is now open; dynamic program for virtual event includes launch of Hasbro Women Innovators of Play Challenge*

PAWTUCKET, R.I.–September 9, 2024—Hasbro, Inc. (NASDAQ: HAS), a leading toy and game company, continues its commitment to investing in the next wave of female innovators with Hasbro’s Women Innovators of Play, an annual, free event held virtually on October 10, 2024.

Hasbro announced a dynamic lineup of 2024 speakers, including:

- **Dr. Becky Kennedy**, Clinical Psychologist, Author, and Founder and CEO of Good Inside
- **Emma Worrollo**, Play-Doh Imagination Coach, Content Creator and Gen Alpha brand builder
- **Dr. Michelle Thaller**, Astronomer and Science Communicator at NASA Goddard Space Flight Center
- **Juli Lennett**, Vice President, Industry Advisor, Toys at Circana
- **Chris Cocks**, Chief Executive Officer and Director, Hasbro
- **Gina Goetter**, Executive Vice President and Chief Financial Officer, Hasbro
- **Roberta Thomson**, Executive Vice President and Chief Communications Officer, Hasbro

The event is designed to promote an inclusive and equitable toy and game community, encourage more women’s participation in the space, inspire the next generation of young women and girls to unleash their creativity, and increase awareness and exposure to creative career paths. The 2024 virtual event will close with the launch of [Hasbro’s second annual Women Innovators of Play Challenge](#) that encourages women inventors to submit their toy and game ideas to receive funding, mentorship and a trip to Hasbro HQ.

“The speakers we’ve lined up for this year’s conference include some of the brightest minds from a variety of influential spaces,” said Kim Boyd, President, Global Brands and Franchise Management. “From a clinical psychologist who has changed the way we parent, to a renowned astrophysicist and NASA scientist, to a board game narrative designer, our speakers and program will galvanize women to harness their brilliance and create their best work. This event is just one part of our broader commitment to building a more powerful and inclusive community of women toy and game inventors.”

The program's ambition is rooted in Hasbro's longstanding commitment to building strong and vibrant communities, both inside and outside its walls.

"We know that as an industry, we have a lot of work to do to welcome more women and underrepresented inventors into the fold," said Angus Walker, Head of Inventor Relations at Hasbro. "At the same time, there's never been more of a need for connecting people through toys and games. Rather than wait for change to happen, we decided to be at the forefront by creating this opportunity to nurture and boost talented women creators. We're proud of the Hasbro Women Innovators of Play program and we can't wait to see where the next great toy or game idea might come from."

To register for the free, virtual event, which is open to all, go [here](#).

For more information on Hasbro Women Innovators of Play 2024 and to sign up for ongoing event updates, please visit: <https://spark.hasbro.com/womeninnovators> See [here](#) for more details about the Hasbro Women Innovators of Play Challenge, including eligibility and other requirements.

Full List of Speakers Includes:

- Kim Boyd, President, Global Brands & Franchise Management, Hasbro
- Chris Cocks, Chief Executive Officer and Director, Hasbro
- Amanda DiSanto, Senior Narrative Design Manager, Hasbro Board Games
- Ellie Dix, Winner, 2023 Women Innovators of Play Challenge
- Jane Douglas, host and gaming influencer
- Gina Goetter, Executive Vice President and Chief Financial Officer, Hasbro.
- Dr. Becky Kennedy, Clinical Psychologist, Author, and Founder and CEO of Good Inside
- Juli Lennett, Vice President, Industry Advisor, Toys at Circana
- Andreana Lozano, Narrative Lead (Exodus), Archetype Studios
- Ali Mierzejewski, Editor-in-chief, *The Toy Insider* & *The Pop Insider*
- Christine O'Connor, VP, Consumer Insights, Hasbro
- Emily Teng, Senior Worldbuilder, Magic: The Gathering, Wizards of the Coast
- Dr. Michelle Thaller, Astrophysicist and Science Communicator at NASA Goddard Space Flight Center
- Tanya Thompson, Senior Director, Inventor Relations, Hasbro
- Roberta Thomson, Executive Vice President and Chief Communications Officer, Hasbro
- Jeffrey Wisenbaugh, Director, Social & Content, Meta
- Emma Worrollo, Play-Doh Imagination Coach, Content Creator and Gen Alpha brand builder

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### **About Hasbro**

Hasbro is a leading toy and game company whose mission is to entertain and connect generations of fans through the wonder of storytelling and exhilaration of play. Hasbro delivers play experiences for fans of all ages around the world, through toys, games, licensed consumer products, digital games and services, location-based entertainment, film, TV, and more. With a portfolio of over 1800 iconic brands including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, Hasbro Gaming, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands, Hasbro brings fans together wherever they are, from tabletop to screen.

Hasbro is guided by our Purpose to create joy and community for all people around the world, one game, one toy, one story at a time. 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, one of the World's Most Ethical Companies by Ethisphere Institute and one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50. For more information, visit <https://corporate.hasbro.com> or @Hasbro on LinkedIn.

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