



MY LITTLE PONY Brand Celebrates International Day of Friendship with Global Service Campaign

July 16, 2015

Hasbro teams up with generationOn for Global Initiative that Empowers Kids to Make Their Mark on Friendship through Volunteer Service; Online Experience Supported by Events in Singapore, New York City, London, and São Paulo

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Hasbro, Inc. (NASDAQ: HAS) and generationOn, the youth division of Points of Light, today announced a global campaign to encourage kids to volunteer in their school, neighborhood, or broader community. Kicking off today online and with international events beginning July 25, in advance of the globally recognized International Day of Friendship on July 30, the campaign uses the core cast of characters from the iconic MY LITTLE PONY brand to teach children about helping others and the power of friendship.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20150716005913/en/>

The initiative invites children and their families to celebrate friendship, a core value for the MY LITTLE PONY brand, by completing acts of kindness and volunteering. Beginning today, families can visit MyLittlePony.Hasbro.com/FriendshipDay for service project ideas that strengthen friendship and help others. Four international events, taking place in Singapore (July 25), New York City (July 30), São Paulo (August 5), and London (August 7), will engage hundreds of children in volunteer activities inspired by each of the six main MY LITTLE PONY characters.

"Friendship and altruism build the foundation of the MY LITTLE PONY brand so we wanted to celebrate International Day of Friendship with a significant, meaningful campaign," said Samantha Lomow, Senior Vice President of Hasbro Brands. "We are proud to collaborate with generationOn to provide the inspiration and opportunity for families around the world to help their local communities and make an impact globally."

"Service is a great way to help kids make new friends while taking action to make the world a better place," said Kathy Saulitis, Senior Vice President of Programs, generationOn. "We are excited to partner with the My Little Pony brand to bring the joy of friendship and volunteerism to even more kids on International Day of Friendship and beyond."

Each inspired by the attributes of a specific MY LITTLE PONY character, the service projects available online and onsite during the volunteer events include packing healthy meals, creating blankets, and assembling health and wellness kits for families in need. At each of the four global events children will visit both volunteer activity stations and Friendship Fun stations where they can make new friends and enjoy MY LITTLE PONY brand themed activities.

Established in 1983, the MY LITTLE PONY brand has taught fans of all ages about the power of friendship for more than 30 years through socially relevant messages of acceptance and kindness. The animated series "My Little Pony Friendship is Magic," produced by Hasbro Studios and currently airing on the Discovery Family channel in the U.S., follows a colorful cast of pony friends as they embark on a journey of friendship, learning what it means to be a good friend and understanding what makes each person unique and special.

To get involved, parents and caregivers can visit MyLittlePony.Hasbro.com/FriendshipDay for tips and tools, including project ideas and resources for teaching children how they can make a difference and impact their communities through service, caring, and giving. Fans can also follow both Hasbro (@Hasbro) and generationOn (@generationOn) on Twitter and use #MLPFriendshipDay to join the conversation.

About Hasbro

Hasbro (NASDAQ: HAS) is a global company committed to Creating the World's Best Play Experiences, by leveraging its beloved brands, including LITTLEST PET SHOP, MAGIC: THE GATHERING, MONOPOLY, MY LITTLE PONY, NERF, PLAY-DOH and TRANSFORMERS, and premier partner brands. From toys and games, television programming, motion pictures, digital gaming and lifestyle licensing, Hasbro fulfills the fundamental need for play and connection with children and families around the world. The Company's Hasbro Studios and its film label, ALLSPARK PICTURES, create entertainment brand-driven storytelling across mediums, including television, film, digital and more. Through the company's commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world and to positively impact the lives of millions of children and families. Learn more at www.hasbro.com, and follow us on Twitter ([@Hasbro](https://twitter.com/Hasbro) & [@HasbroNews](https://twitter.com/HasbroNews)) and Instagram ([@Hasbro](https://www.instagram.com/Hasbro)).

About generationOn

generationOn is the youth service division of Points of Light, igniting the power of kids and teens to make their mark on the world. generationOn inspires, equips and mobilizes hundreds of thousands of kids and teens annually to take action through service, service learning and youth leadership initiatives. It also provides tools and resources to kids, teens, families, youth practitioners and educators to help kids change the world and themselves through service. For more information, visit www.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.

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