



## Hasbro and BuzzFeed Team up to Launch Global MONOPOLY HERE & NOW Campaign

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*Fans Invited to Vote for Favorite Cities to Become Property Spaces In New MONOPOLY HERE & NOW Games*

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Roll the dice, pass GO, and get ready to take your MONOPOLY token on a trip around the world! In celebration of the MONOPOLY brand's 80th anniversary, [Hasbro, Inc.](#) (NASDAQ: HAS) has teamed up with social news and entertainment company BuzzFeed to ask fans to choose which great cities around the world will be featured as property spaces in new MONOPOLY HERE & NOW games launching this fall.

Powered by BuzzFeed, the MONOPOLY HERE & NOW property space vote, including a special "Wild Card Week" will begin today at [www.VoteMONOPOLY.com](#). Through March 4, fans can pick from a list of global destinations that will be featured in the MONOPOLY HERE & NOW: World Edition game to be sold globally this fall, as well as top American cities for the MONOPOLY HERE & NOW: U.S. Edition game to be sold only in the U.S. From London to Los Angeles, Chicago to Cape Town, fans can rally behind their beloved hometowns, favorite vacation spots, or cities on their travel bucket lists by sharing the vote on Facebook and Twitter using the hashtag #VoteMONOPOLY as well as engage with fun BuzzFeed content featuring the cities in the vote.

From March 3 through March 9, all cities big and small will have the chance to compete for two spaces on the MONOPOLY HERE & NOW game boards during "Wild Card Week." Fans can "write-in" additional locations not included in the initial list of destinations and the cities with the most submissions during this week will be featured as the two brown property spaces in the World and U.S. editions of the game.

"We are thrilled to be teaming up with BuzzFeed as one of the leading social news and entertainment sites to bring our fans an exciting way to choose the cities that will be featured in the new MONOPOLY HERE & NOW game," said Jonathan Berkowitz, vice president of global marketing for gaming at Hasbro. "This innovative campaign demonstrates how we continue to keep the MONOPOLY brand relevant by empowering our fans to help create today's game."

"From sharing on BuzzFeed to gathering around the MONOPOLY HERE & NOW game, our collaboration with Hasbro marries traditional and new media to create great social experiences that bring fans together worldwide," said Jonah Peretti, Founder and CEO at BuzzFeed.

The final list of cities that will be featured in the MONOPOLY HERE & NOW games will be announced on March 19, World MONOPOLY Day and the MONOPOLY brand's official birthday. The MONOPOLY HERE & NOW games will be available this fall and will feature iconic landmark tokens and new gameplay where players travel around the board to visit as many locations as possible, collecting passport stamps along the way. Players will collect cash from visitor fees when opponents land on their locations and the first player to fill their passport wins.

The MONOPOLY brand is the world's favorite family game brand and the game has been played by more than one billion people in 114 countries around the world. Whether fans play face-to-face, online or on their mobile or console devices, there is a MONOPOLY experience to fit every lifestyle. Learn more about the MONOPOLY brand at [Monopoly.com](#), join the conversation at [Facebook.com/Monopoly](#), and vote in the MONOPOLY HERE & NOW campaign at [VoteMonopoly.com](#).

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[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, TRANSFORMERS, and premier partner brands. From toys and games, television programming, motion pictures, digital gaming and a comprehensive lifestyle licensing program, Hasbro fulfills the fundamental need for play and connection for children and families around the world. The Company's Hasbro Studios creates entertainment brand-driven storytelling across mediums, including television, film 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 every year. Learn more at [www.hasbro.com](#) and follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)).

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### **About BuzzFeed**

BuzzFeed is the social news and entertainment company. BuzzFeed is redefining online advertising with its social, content-driven publishing technology. BuzzFeed provides the most shareable breaking news, original reporting, entertainment and video across the social web to its global audience of 200M.

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