



Hasbro Announces Third Annual Women Innovators of Play Design Challenge

October 9, 2025

Three Winners Each Receive \$10,000 USD, a Trip to Hasbro HQ, and a Mentorship Session with a Hasbro Woman Leader

PAWTUCKET, R.I.--(BUSINESS WIRE)--Oct. 9, 2025-- Hasbro, Inc. (NASDAQ: HAS), a leading games, IP, and toy company, today announced its Women Innovators of Play Design Challenge opens for submissions from October 9, 2025 to November 13, 2025. Data consistently demonstrates that in the fields of science and engineering, game design, and toy invention, women are vastly underrepresented. Hasbro is looking to change that. On a mission to promote a more welcoming toy and game industry for women, Hasbro is accepting submissions for the next great woman-led toy or game idea.

Submissions will be judged on innovation, mass marketability, fun factor, playability, design, aesthetics, and manufacturability. The Design Challenge is open to individuals who identify as a woman, either submitting independently or leading a team of up to five people.

"The response to Hasbro's Women Innovators of Play event has been truly inspiring, and in 2025, we're building on that momentum with our third annual Design Challenge," said Kim Boyd, President of Licensing & Entertainment at Hasbro. "We're inviting women from around the world to break the mold and share their most innovative ideas. While we welcome both toy and game submissions, this year we're especially focused on bold new toy concepts—those big ideas that could become the next must-have play experience, for any age, and unlike anything the world has seen before."

Hasbro's 2024 Women Innovators of Play Design Challenge garnered over 100 total submissions from women innovators globally.

Winners of the 2025 Design Challenge will receive:

- A prize of \$10,000 USD.
- An all-expenses paid trip to Hasbro's Headquarters in Pawtucket, RI for a day of immersive learning about the toy and game industry.
- A mentorship session with one of Hasbro's top women leaders.

An internal panel of Hasbro judges will evaluate each idea and select the three most promising submissions, with winners to be announced in early 2026. The Design Challenge is open to anyone 18 years or older who identifies as a woman in the following countries: Australia, Canada (excluding Quebec), France, Germany, Israel, Japan, Hong Kong, New Zealand, Spain, United Kingdom, and USA.

In its third year, Hasbro has partnered with the Female Design Council to encourage more women to enter the fields of toy and game design. As the premiere professional network and advocacy organization for women in design, architecture, and the applied arts, the Female Design Council shares Hasbro's commitment to advancing women in toy and game design.

[See here](#) for more details about the Hasbro Women Innovators of Play Challenge, including eligibility and other requirements.

For inspiration and tips on crafting submissions, check out [Hasbro's Women Innovators of Play videos on YouTube](#) where you'll find helpful resources and bonus content to guide your ideas.

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 over 164 years of expertise, Hasbro delivers groundbreaking play experiences and reaches over 500 million kids, families and fans 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 2025 JUST Capital Industry Leader, one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50, and a Brand that Matters by Fast Company. For more information, visit <https://corporate.hasbro.com> or @Hasbro on LinkedIn.

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