



Hasbro's JOY FOR ALL Brand Teams up with Meals on Wheels America to Bring Companion Pets to Seniors Facing Isolation

July 26, 2016

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](#) (NASDAQ: HAS) announced today that it is teaming up with Meals on Wheels America to bring its [JOY FOR ALL COMPANION PETS](#) to seniors across the nation. Hasbro will donate \$100,000 and JOY FOR ALL COMPANION PETS to local Meals on Wheels programs to help fight senior isolation.

Hasbro has a long tradition of creating the world's best play experiences, and the JOY FOR ALL brand, launched last fall, represents an extension of that tradition, striving to bring happiness and fun to seniors and their families. Hasbro's JOY FOR ALL COMPANION PET cats have been specifically designed to help bring comfort, companionship and joy to seniors through their realistic fur, purrs and meows.

Today, one in four seniors in America lives alone in isolation. With the senior population set to double by 2050, the need for socialization will increase substantially. Meals on Wheels delivers companionship and critical safety checks along with its nutritious meals, making the connection with Hasbro's JOY FOR ALL brand a natural fit.

"We're incredibly grateful and proud to be working with Hasbro to address senior isolation in this special way," said Ellie Hollander, President and CEO of Meals on Wheels America. "Just as Meals on Wheels volunteers deliver a daily dose of human connection, providing JOY FOR ALL COMPANION PETS is a high-touch way to help provide comfort and company to our nation's most vulnerable seniors."

"We're thrilled to be supporting Meals on Wheels America in their efforts to reduce senior isolation, loneliness and hunger, while also improving their quality of life," said Ted Fischer, vice president of the New Business Group at Hasbro. "Hasbro's JOY FOR ALL brand shares very similar values with Meals on Wheels -- we're committed to help bring joy, comfort and companionship to elder loved ones with the products we develop."

Five Meals on Wheels programs across the United States will host events introducing seniors to these new companions. Meals on Wheels of Rhode Island will host a kick-off in Hasbro's home state that will feature the company's employees brightening seniors' days through a meal and donated JOY FOR ALL COMPANION PET.

To learn more about Hasbro's JOY FOR ALL brand, visit www.JoyForAll.com and follow us on Twitter [@JoyForAll](#) and Instagram [@HasbroJoyForAll](#).

HAS-PR

About Meals on Wheels America

Meals on Wheels America is the oldest and largest national organization supporting the more than 5,000 community-based programs across the country that are dedicated to addressing senior isolation and hunger. This network exists in virtually every community in America and, along with more than two million staff and volunteers, delivers the nutritious meals, friendly visits and safety checks that enable America's seniors to live nourished lives with independence and dignity. By providing funding, leadership, education, research and advocacy support, Meals on Wheels America empowers its local member programs to strengthen their communities, one senior at a time. For more information, or to find a Meals on Wheels provider near you, visit www.mealsonwheelsamerica.org.

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 consumer product 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 & @HasbroNews) and Instagram (@Hasbro).



View source version on businesswire.com: <http://www.businesswire.com/news/home/20160726005188/en/>

Meals on Wheels America
Jenny Bertolette, 571-339-1603
jenny@mealsonwheelsamerica.org
or
Hasbro, Inc.

Jen DeAngelis, 401-727-6833
Jen.deangelis@hasbro.com

Source: Hasbro, Inc.

News Provided by Acquire Media