



## Hasbro's MY LITTLE PONY Franchise Invites Fans to Celebrate and Share the Magic of Friendship

July 11, 2016

*Social Movement Encourages Fans to "Friend it Forward" in Honor of the International Day of Friendship on July 30<sup>th</sup>*

PAWTUCKET, R.I.--(BUSINESS WIRE)-- For more than 30 years, the beloved MY LITTLE PONY franchise from Hasbro, Inc. (NASDAQ: HAS) has inspired friendship and fun in the hearts of fans around the globe. The franchise has become a pop-culture phenomenon through its socially relevant messages of kindness and acceptance. To commemorate this year's International Day of Friendship on July 30<sup>th</sup>, the MY LITTLE PONY franchise is igniting a global social movement that empowers consumers to celebrate the magic of friendship through random acts, encouraging others to "friend it forward."

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20160711005826/en/>



"The power of friendship is at the heart of the MY LITTLE PONY brand," said Samantha Lomow, Senior Vice President, Hasbro Brands. "We're inspired by the kindness of our fans each day and want to amplify their good will with a call to action campaign that will remind people around the world that all it takes is one small gesture to be a friend." Best friends and sisters, Vanessa Hudgens and Stella Hudgens, are teaming up with the MY LITTLE PONY brand to help celebrate the magic of friendship and will be performing acts of friendship in their own communities and inspiring others to "friend it forward."

The MY LITTLE PONY brand will kick off the celebration with fans at Comic-Con International: San Diego on July 21<sup>st</sup> by inviting those in attendance to make an official pledge to "friend it forward" at the Hasbro booth #3213. Hasbro will also distribute special MY LITTLE PONY tokens of friendship to reward kind acts throughout the convention. Recipients are then encouraged to "friend it forward" to keep the momentum going.

Best friends and sisters, Vanessa Hudgens and Stella Hudgens, are teaming up with the MY LITTLE PONY brand to help celebrate the magic of friendship and will be performing acts of friendship in their own communities and inspiring others to "friend it forward." (Photo: Business Wire)

Select retailers and Discovery Family Channel will also be celebrating by "friending it forward" to their customers and viewers. [Walmart](#), [Target](#), [Toys 'R' Us](#), and

[Amazon](#) will each offer an online promotion on July 30<sup>th</sup> on select MY LITTLE PONY merchandise, while Discovery Family Channel will air the mid-season premiere of *My Little Pony Friendship is Magic* on Saturday, July 30<sup>th</sup> at 11:30am EST followed by a mini-marathon of friendship-themed episodes, chosen by viewers at [DiscoveryFamilyChannel.com/Friendship](http://DiscoveryFamilyChannel.com/Friendship).

Fans can join in on the fun by sharing their own acts of friendship via their social channels, tagging posts with #FriendshipisMagic and #FrienditForward or using the special MY LITTLE PONY filter on Snapchat, available on July 30<sup>th</sup>. For each act of friendship shared using #FriendshipisMagic and #FrienditForward between now through August 31<sup>st</sup>, Hasbro will make a \$1 donation to generationOn, the youth division of Points of Light, up to \$50,000. generationOn will also be encouraging its community to "Friend it Forward" by providing kids and parents helpful tools and resources to engage in acts of friendship through service opportunities.

For more information on how to get involved in the International Day of Friendship celebration with MY LITTLE PONY, please visit [MyLittlePony.com](http://MyLittlePony.com).

**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](http://www.hasbro.com), and follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)) and Instagram ([@Hasbro](#)).

**About generationOn:**

generationOn, the youth service division of Points of Light, provides programs and resources that support the development of caring, compassionate and capable kids and teens through service, empowering them to become changemakers in their communities and the world. For more information, visit [www.generationon.org](http://www.generationon.org).

HAS-G

HASPH

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20160711005826/en/>

Hasbro  
Kristina Timmins  
401-727-5973  
[kristina.timmins@hasbro.com](mailto:kristina.timmins@hasbro.com)  
or  
Litzky Public Relations  
Kaylie Nelson/Kelsey Tarczanin  
201-222-9118  
[knelson@litzkypr.com](mailto:knelson@litzkypr.com)  
[ktarczanin@litzkypr.com](mailto:ktarczanin@litzkypr.com)

Source: Hasbro, Inc.

News Provided by Acquire Media