



Hasbro Selects Winner in Indiegogo Crowdfunding Gaming Challenge

December 18, 2015

PAWTUCKET, R.I.--(BUSINESS WIRE)-- After narrowing down more than 500 game concept entries, [Hasbro, Inc.](#) (NASDAQ: HAS) has officially selected 'Irresponsibility: The Mr Toast card game' as the grand prize winner in its crowdfunding gaming challenge. With the belief that innovative game ideas can come from anywhere, Hasbro launched the challenge earlier this year with [Indiegogo.com](#), asking game designers nationwide to share ideas for a new face-to-face party game.

The winning game, created by Dan Goodsell from Los Angeles, CA is a fast-paced, family friendly card game featuring comic character Mr Toast and his fun friends including Joe the Egg and Sharky Bacon. In the game, players try to shirk responsibility by having fun being irresponsible while also trying to stop their opponents by saddling them with more responsibility.

The 'Irresponsibility' game was one of five finalists in Hasbro's gaming challenge and was picked from more than 500 submissions to run crowdfunding campaigns that were promoted on [Hasbro's partner page](#) on [Indiegogo.com](#). The finalists' Indiegogo campaigns closed on December 1, with ['Irresponsibility: The Mr Toast card game'](#) raising more than \$10,000 from more than 200 backers.

"We had a lot of fun watching the finalists' campaigns grow over the past month on [Indiegogo.com](#)," said Brian Chapman, head of design and development at Hasbro. "The winning game, 'Irresponsibility: The Mr Toast card game' impressed us with its fresh concept, great characters and simple, but fun game play that the entire family can enjoy."

"We love that Hasbro chose Indiegogo's global community of early adopters to source their next big idea," said Jerry Needel, Indiegogo's Senior Vice President of Corporate Partnerships. "We're really excited to see the results of the unique combination of Dan's idea, Indiegogo's backers and Hasbro's game development expertise."

Chosen as the grand prize winner based on the game's gameplay mechanics, theme, potential for 'fun-ness' and viability, 'Irresponsibility: The Mr Toast card game' creator Dan Goodsell will receive the \$10,000 prize and a trip to Hasbro headquarters for advice, mentoring and assistance from Hasbro's game development team to help make his game a reality.

"It's really thrilling to have 'Irresponsibility: The Mr Toast Card Game' chosen as the winner of Hasbro's crowdfunding gaming challenge," said Dan Goodsell, game creator. "I have to thank all my longtime Mr Toast fans and brand new fans for making my Indiegogo campaign such a success. Now I'm looking forward to visiting Hasbro and speaking with their team about how I can make the Mr Toast card game a reality."

Made up of a team of passionate enthusiasts and designers, the Hasbro Gaming Lab has a mission to discover and develop great new games, connect with the growing gaming community, and bring fresh experiences to gamers everywhere. To learn more about Hasbro's crowdfunding game challenge and the Hasbro Gaming Lab visit: [NextGreatGameChallenge.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 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](#) & [@HasbroNews](#)) and Instagram ([@Hasbro](#)).

ABOUT INDIEGOGO

Indiegogo is the place for entrepreneurial projects to move quickly from concept to market, amplified by a community of backers who believe the world benefits when every idea gets an equal shot at success. Indiegogo empowers people around the world to fund what matters to them. As the world's first crowdfunding platform, campaigns have launched from almost every country around the world with millions of dollars being distributed every week due to contributions made by the Indiegogo community. At its core, Indiegogo is the equal opportunity platform dedicated to democratizing the way people raise funds for any project -creative, entrepreneurial or cause-related. The company was launched in 2008 and is headquartered in San Francisco, with offices in Los Angeles and New York. For more information, visit [Indiegogo.com](#) and follow us at [Twitter.com/indiegogo](#) and [Facebook.com/indiegogo](#).

HASGP

View source version on [businesswire.com](#): <http://www.businesswire.com/news/home/20151218005697/en/>

Hasbro

Nicole Agnello, 401-727-5947

Global Communications

Nicole.Agnello@hasbro.com

or

Indiegogo

Michele Husak

Head of Global Communications

michele.husak@indiegogo.com

Source: Hasbro, Inc.

News Provided by Acquire Media