



Hasbro Announces Finalists in Crowdfunding Gaming Challenge

November 2, 2015

Five finalists to launch game concept campaigns on Indiegogo; Hasbro to pick one winner

PAWTUCKET, R.I.--(BUSINESS WIRE)-- After reviewing more than 500 entries from game designers nationwide, [Hasbro, Inc.](#) (NASDAQ: HAS) announced the top five finalists in its search for the next big face-to-face party game. The challenge, which launched late-August with crowdfunding website Indiegogo, was narrowed down to five finalists by a team of Hasbro game experts and designers.

The five finalists are:

Irresponsibility: The Mr Toast Card Game

Irresponsibility is a fast paced, family friendly card game, created by Dan Goodsell from Los Angeles, CA featuring the comic character Mr Toast and his friends. In the game, you try to shirk responsibility by having fun being irresponsible, while also trying to stop your opponents by saddling them with more responsibility.

HEXES!!

HEXES!! is a card game of witches, warlocks and wacky wizardry, created by Rochester Institute of Technology students Douglas Mansell, Norman Greenberg, Sam Sternklar and Tom Smith. The goal is to stay in the game while following the rules on all the hexes your opponents sling at you, which could be something like keeping your hand raised at all times while reciting facts about cats. The combination of hexes is what makes for hilarious moments with friends and family!

Warning!Signs

Warning!Signs is a party game, created by Jack Reda from Herndon, VA, that is all about making fun of the weird signs we've seen while traveling. Players pretend they are tourists in a strange land and don't speak the language. To win the game, you have to make up the "best" or most outrageous captions for what different signs could mean in the strange land.

Touchy Feely

Created by Kevin and Kory Jordan from Marietta, GA, **Touchy Feely** is the "lights out party game" played completely in the dark. Once the lights go out, or the blindfold goes on, you have to complete tasks worth different point values before the lights come back on. But watch out because your opponents can try to sabotage your tasks in the dark!

SUNK!

Created by Scott Ruth, Bill Bellan and Scott Jackson from Massachusetts, **SUNK!** is a game requiring a steady hand, impenetrable concentration, and sharp wits combined with an appetite for suspense and intense laughter. You'll need to add the required amount of water to a cup without causing it to sink. Sounds simple, right? Not when your opponents are trying to break your concentration with taunting and heckling, causing you to pour excessive water into the cup!

"We were very impressed with the creative and fun party game ideas we received from the gaming community and narrowing the concepts down to five finalists was no easy task," said Brian Chapman, head of design and development at Hasbro. "We look forward to seeing how the finalists' crowdfunding campaigns progress and how the community responds to these amazing game ideas."

"Hasbro's commitment to help these passionate inventors bring their innovative game idea to life has resulted in a really impressive quality and quantity of idea submissions," said Jerry Needel, senior vice president corporate partnerships at Indiegogo. "It's really exciting to see the Indiegogo community being tapped by Hasbro to both help source and validate the next big idea for party games."

Hasbro and Indiegogo held mentoring calls with each finalist to provide expertise and support for building the crowdfunding campaigns, which launched Friday on Indiegogo and will run until December 1, 2015. The grand prize winner will be chosen by Hasbro in early December based on the concept's gameplay mechanics, theme, potential for 'fun-ness' and viability. The winner must also generate at least 100 unique contributors to its campaign. The grand prize winner will receive \$10,000 and a trip to Hasbro headquarters to meet with and work with the game development team to help make his or her party game a reality.

To visit the campaigns for the five finalists, visit Hasbro's Indiegogo partner page here <https://www.indiegogo.com/partners/hasbro> and read more about the challenge on [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](#)).

HASGP

ABOUT INDIEGOGO

Indiegogo empowers people around the world to fund what matters to them. As the largest global 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. Indiegogo is an open 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 www.indiegogo.com and follow us at www.twitter.com/indiegogo and www.facebook.com/indiegogo.



View source version on businesswire.com: <http://www.businesswire.com/news/home/20151102006145/en/>

Hasbro
Nicole Agnello, 401-727-5947
Global Communications
Nicole.Agnello@hasbro.com
or
Indiegogo
Michele Husak
Head of Communications
michele.husak@indiegogo.com

Source: Hasbro

News Provided by Acquire Media