



Discovery Family Channel's Newest Daytime Series From Hasbro Studios, **BLAZING TEAM**, Combats Darkness Through Teamwork, Skill And An Ancient Martial Art Called "Yo Kwon Do"

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SILVER SPRING, Md., Oct. 28, 2015 /PRNewswire/ -- Comic-Con season might be over - but rest assured, Discovery Family and Hasbro Studios have just the thing to hold you over until next year! **BLAZING TEAM**, the #1 boys brand from China, will now bring American audiences into the mystical world of "Yo Kwon Do" in an all-new 26-part series. Targeting Kids 5-10, **BLAZING TEAM** kicks off with a two-part premiere on Friday, November 13 at 6:30 AM and 7 AM (5:30 AM and 6 AM central), with subsequent episodes airing Fridays at 7 AM (6 AM central), only on Discovery Family Channel.



"With action-packed episodes and exciting new characters, **BLAZING TEAM** is a fresh addition to our weekday morning schedule," said Tom Cosgrove, general manager for Discovery Family Channel. "Discovery Family is looking forward to bringing this wildly popular franchise—and of course, introducing Yo Kwon Do—to viewers across the United States next month."

"We are thrilled to introduce kids in the U.S. to the mystical world of Yo Kwon Do with the new **BLAZING TEAM** series," said Stephen Davis, executive vice president and chief content officer for Hasbro. "**BLAZING TEAM** offers an exciting story that features ordinary teens learning extraordinary skills and includes themes like friendship and recognizing the power within which will resonate with kids."

BLAZING TEAM begins as a mysterious darkness rises over Union City, where teens Parker, Scott, Maddie, Wilson and Johnny reside. These ordinary teens are about to recognize the extraordinary capabilities they have within, when Yo Kwon Do master Lao Shi—with his pet duck Taco—takes them under his wing to collectively combat the growing darkness. Imparting his infinite wisdom, Lao Shi teaches his new apprentices the awesome power of Yo Kwon Do, a practice that blends the skill of the yo-yo with the power of martial arts.

In each half-hour episode, the teens work together to become the ultimate **BLAZING TEAM**, following the guiding principle that balance in all things is key to achieving full potential. Thanks to their ongoing training with Lao Shi, these teens-turned-heroes work to stop individuals that have been transformed and infected with shards of darkness. Will they be able to fight off this darkness that threatens to overwhelm their city—and themselves?

BLAZING TEAM is produced for Discovery Family Channel by China's Guangdong Alpha Animation & Culture Co. in association with Hasbro Studios. For Discovery Family Channel, Tom Cosgrove is general manager. For Hasbro Studios, Stephen Davis is EVP and Chief Content Officer.

Hasbro, Inc. (NASDAQ:HAS) will also bring the fantasy of Yo Kwon Do to life with a line of **BLAZING TEAM** yo-yo products featuring different difficulty levels, planned to launch in March 2016.

To find Discovery Family Channel in your area: <http://www.discoveryfamilychannel.com/channel-finder/>

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About Discovery Family

The leading television destination for families in the United States, Discovery Family is available in nearly 70 million U.S. homes and is a joint venture of Discovery Communications and Hasbro. The home for the most family friendly movies on television¹, Discovery Family is also programmed with a clever mix of original series, programming from Discovery's non-fiction library and Hasbro Studios' popular animation franchises, including MY LITTLE

PONY: FRIENDSHIP IS MAGIC, LITTLEST PET SHOP and TRANSFORMERS RESCUEBOTS.

The smart entertainment choice for families, Discovery Family attracts children and their parents with the highest-quality, real-world content that appeals to the entire family in the General Entertainment, Adventure and Animals genres at night and award-winning animation programming in Daytime.

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](#)).

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About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 pay-TV programmer reaching nearly 3 billion cumulative subscribers in more than 220 countries and territories. For 30 years Discovery has been dedicated to satisfying curiosity and entertaining viewers with high-quality content through its global television brands, led by Discovery Channel, TLC, Animal Planet, Investigation Discovery, Science and Turbo/Velocity, as well as U.S. joint venture network OWN: Oprah Winfrey Network. Discovery controls Eurosport, the leading pan-regional sports entertainment destination across Europe and Asia-Pacific. Discovery also is a leading provider of educational products and services to schools, including an award-winning series of K-12 digital textbooks, through Discovery Education, and a digital leader with a diversified online portfolio, including Discovery Digital Networks. For more information, please visit www.discoverycommunications.com.

ⁱ Claim driven by DFC having the highest percent co-viewing level between any two P2+ viewers in all of TV (Broadcast or Cable) for movies in Prime for July-August'15 at 60%; Source: Nielsen Live+3, NHI Calendar (6/29/15-8/30/15), Program Based Dayparts (M-Su 8p-11p), all programs sourced as "Feature Films" by Nielsen's Program Type Code, P2+ co-viewing demos. Excludes Hispanic networks (Telemundo, NBC Universo and Estrella).



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