



UnitedHealthcare and Hasbro Bring NERF ENERGY Game to Kids to Encourage Greater Physical Activity

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- **Children in Buffalo among first to get NERF ENERGY Game Kits, ahead of national roll-out**
- **Part of Hasbro's and UnitedHealthcare's efforts to help reduce youth obesity through "exergaming" and education**
- **Healthy competition among Buffalo middle-schoolers kicks off initiative in New York; schools compete for "healthy school" recognition**

BUFFALO, N.Y.--(BUSINESS WIRE)-- UnitedHealthcare and Hasbro are collaborating on a national initiative to encourage young people to be more active through "exergaming." More than 200 fifth-graders at P.S. 94 and P.S. 76 in the City of Buffalo are among the first students to receive NERF ENERGY Game Kits, which monitors and rewards students for being physically active.

NERF ENERGY Game Kits, which include a NERF ENERGY Game Band activity tracker, a NERF PRO FOAM soccer ball and the NERF ENERGY RUSH mobile game, allow children to pick their own method of being active. As children participate in physical activity, they earn "energy points" that are tracked by the game band, and these points turn into screen time to play the mobile game on a smartphone or tablet. The interactive NERF ENERGY RUSH mobile game is an "endless runner" game that requires players to turn, jump and avoid obstacles to complete courses and earn power-ups to continue playing.

"Hasbro has long focused on making 'healthy, active play' fun and engaging for children and families by leveraging the popularity and play pattern of NERF products," said Ted Fischer, vice president, business development for Hasbro. "This collaboration enhances both companies' commitment to positive impact on children and families."

As part of the Buffalo program, UnitedHealthcare and Hasbro are working with the City of Buffalo Public Schools and Buffalo State College to encourage students to continue to use the NERF ENERGY kits throughout the school year by hosting a school-to-school "NERF ENERGY Challenge." Approximately 200 fifth-grade students from two schools will compete to accumulate the most energy points.

"We believe a little healthy competition between our fifth-graders will reinforce the good habits these students are learning through the program, while encouraging and rewarding team success," said Kriner Cash, Ph.D., superintendent, City of Buffalo Public Schools.

Students from Buffalo State College will work with the individual schools to help track results and plan activities to support the challenge, which will run through the end of the school year. The winning school will receive a grant to purchase physical education equipment for their school.

Nationwide, approximately 17 percent of children and adolescents aged two to 19 years are obese, according to the Centers for Disease Control and Prevention, and nearly 30 percent of adults are obese, according to United Health Foundation's [America's Health Rankings® Annual Report](#).

"We believe that young people will be motivated to move more when they realize what their true activity levels are - and are rewarded for their efforts," said Pat Celli, CEO, UnitedHealthcare Community Plan of New York. "We are grateful for the opportunity to work with schools and community-based youth organizations to provide this innovative activity program to more children."

This program builds on UnitedHealthcare's expertise in developing practical solutions to encourage people to be more active, including the use of exergames and gamification. UnitedHealthcare and Hasbro will deliver 10,000 NERF ENERGY Game Kits to elementary schools and community organizations in several states across the country. Children ages six to 12 will be eligible to receive the NERF ENERGY Game Kit at no cost.

Studies indicate that "exergaming" has the potential to reduce the growing obesity epidemic among children and adults. A [study](#) by George Washington University found exergames "spurred students to move enough to meet the recommended intensity criteria for vigorous activity" and that these games are "a useful alternative to traditional physical education."

About UnitedHealthcare

UnitedHealthcare is dedicated to helping people nationwide live healthier lives by simplifying the health care experience, meeting consumer health and wellness needs, and sustaining trusted relationships with care providers. The company offers the full spectrum of health benefit programs for individuals, employers, military service members, retirees and their families, and Medicare and Medicaid beneficiaries, and contracts directly with more than 1 million physicians and care professionals, and 6,000 hospitals and other care facilities nationwide. UnitedHealthcare is one of the businesses of UnitedHealth Group (NYSE: UNH), a diversified Fortune 50 health and well-being company. For more information, visit UnitedHealthcare at www.uhc.com or follow @myUHC on Twitter.

About Hasbro

[Hasbro](#) (NASDAQ: HAS) is a global play and entertainment company committed to *Creating the World's Best Play Experiences*. From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, LITTLEST PET SHOP and MAGIC: THE GATHERING, as well as premier partner brands. The Company's Hasbro Studios and its film label, Allspark Pictures, are building its brands globally through great storytelling and content on all screens. Through its commitment to corporate social responsibility and philanthropy, Hasbro is helping to make the world a better place for children and their families. Learn more at www.hasbro.com, and follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)) and Instagram ([@Hasbro](#)).

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