



Hasbro Recognized by The Civic 50 as One of the Most Community-Minded Companies for the Sixth Consecutive Year

June 19, 2018

2017 Philanthropic Support Totaled \$22.5 Million, Helping to Impact Four Million Children Worldwide

PAWTUCKET, R.I.--(BUSINESS WIRE)--Jun. 19, 2018-- Hasbro, Inc. (NASDAQ: HAS), a global play and entertainment company, announced today that it has been named to The Civic 50 as one of the most community-minded companies in the United States. An initiative of Points of Light, the world's largest organization dedicated to volunteer service, The Civic 50 provides a national standard for superior corporate citizenship and showcases how companies can use their time, skills and other resources to improve the communities in which they do business. Hasbro is one of 12 companies that have been included on The Civic 50 list each year since the initiative began in 2012.

"At Hasbro, we are driven and inspired by our purpose to make the world a better place for children and their families, and feel deeply honored to be once again recognized as one of America's most community-minded companies," said Brian Goldner, chairman and CEO, Hasbro, Inc.

Hasbro, together with its employees, has a long history of giving back to children and families through its many philanthropic programs. In 2017, the company contributed \$22.5 million in philanthropic support, which helped to make a difference for 4 million children worldwide. Additionally, 94 percent of Hasbro's global workforce volunteered time and talent in the communities where Hasbro has offices.

The company continues to expand its BE FEARLESS BE KIND initiative, which empowers kids to develop compassion and empathy. To date, programming, projects and curriculum supported by BE FEARLESS BE KIND and its team of non-profit partners has reached more than 15 million people in 150 countries. Additionally, more than 450,000 people have taken the BE FEARLESS BE KIND Pledge "to be inclusive; to stand up for those who need my help; and to make a difference whenever I can, wherever I can, because I can." Visit www.BEFFEARLESSBEKIND.org to take the pledge and access resources to help teach empathy and put empathy into action.

"At Hasbro, we stand up for children, passionately working together to create a universe where every child experiences hope, kindness and joy," said Karen Davis, senior vice president of Global Philanthropy and Social Impact, Hasbro, Inc. "We are especially grateful to our passionate and hard-working employees who give generously of their time and talents, as well as the many outstanding organizations who work directly with the children and families our philanthropic programs support."

The Civic 50 ranking builds on significant distinctions Hasbro has already received this year for its commitment to corporate social responsibility and philanthropy. Recently, Hasbro ranked No. 5 on the 2018 100 Best Corporate Citizens list by *CR Magazine*, and was ranked No. 1 in the philanthropic category for that list.

"The Civic 50 truly highlights the commitment of community and civic engagement of America's leading brands," said Natalye Paquin, president and CEO, Points of Light. "Points of Light believes that people drive change in addressing society's growing and most profound challenges. The business community plays an important role in creating and delivering innovative solutions that drive social good in the communities where they live and work."

The Civic 50 honorees are public and private companies with U.S. operations and revenues of \$1 billion or more, and are selected based on four dimensions of their U.S. community engagement program including investment, integration, institutionalization and impact.

To learn more about The Civic 50, to see a full list of the winners and to access the highlights, trends, benchmarking data and best practices from the 2018 Civic 50, please visit www.Civic50.org.

To learn more about Hasbro's philanthropic programs worldwide, please visit www.Hasbro.com/giving.

About Hasbro

[Hasbro](http://www.Hasbro.com) (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, BABY ALIVE and MAGIC: THE GATHERING, as well as premier partner brands. Through its entertainment labels, Allspark Pictures and Allspark Animation, the Company is building its brands globally through great storytelling and content on all screens. Hasbro is committed to making the world a better place for children and their families through corporate social responsibility and philanthropy. Hasbro ranked No. 5 on the 2018 100 Best Corporate Citizens list by *CR Magazine*, and has been named one of the World's Most Ethical Companies[®] by *Ethisphere Institute* for the past seven years. Learn more at www.hasbro.com, and follow us on Twitter ([@Hasbro](https://twitter.com/Hasbro) & [@HasbroNews](https://twitter.com/HasbroNews)) and Instagram ([@Hasbro](https://www.instagram.com/Hasbro)).

About Points of Light

Points of Light, the world's largest organization dedicated to volunteer service, mobilizes millions of people to take action that is changing the world. Through affiliates in more than 200 cities and partnerships with thousands of nonprofits and corporations, Points of Light engages four million volunteers in 20 million hours of service each year. We bring the power of people where it's needed most. For more information, visit

www.pointsoflight.org.

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Source: Hasbro, Inc.

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