Goodbye Second Place in A Beauty Contest, Hello Shopping Local! Monopoly Is (Finally) Updating the Community Chest Cards – and You Get to Decide How

March 18, 2021

Starting Today Consumers Can Vote On New Monopoly Community Chest Cards

PAWTUCKET, R.I.--(BUSINESS WIRE)--Mar. 18, 2021-- Hasbro, Inc. (NASDAQ: HAS) announced today that for the first time in its 85+ years, Monopoly will be changing all 16 of its Community Chest Cards. True to its longstanding history of inviting its fans to help make changes to the game, and during a time when community means more than ever before, Monopoly is asking consumers worldwide to determine the new cards by voting at MonopolyCommunityChest.com.

Covering topics like beauty contests, holiday funds, and life insurance, there is no denying the Monopoly game's Community Chest Cards are long overdue for a refresh. And, coming out of the tumultuous year of 2020, the term "community" has taken on a whole new meaning. Hasbro is counting on their fans to help reflect what community means in their real lives, into the Monopoly game, by voting for new cards like "Shop Local", "Rescue A Puppy" or "Help Your Neighbors."

To further show the Monopoly brand's commitment to community, they will be hosting the first ever Monopoly Charity Classic with a $350,000 Community Chest fund up for grabs. Fans can tune in to this celebrity-filled game of Monopoly, being played in the spirit of helping communities, this Spring on YouTube. Four celebrities will play to win a portion of the Community Chest to be donated to the charity of their choice, empowering them to make a positive impact within their own community. During the game, players and viewers will be among the first to see some of the new Community Chest Cards voted into the game by fans.

"The world has changed a lot since Monopoly became a household name more than 85 years ago, and clearly today community is more important than ever," said Eric Nyman, Chief Consumer Officer at Hasbro. "We felt like 2021 was the perfect time to give fans the opportunity to show the world what community means to them through voting on new Community Chest Cards. We're really excited to see what new cards get voted in!"

The updated Monopoly game with new, fan-voted Community Chest Cards will be available this Fall. Head to MonopolyCommunityChest.com to cast your vote on the new Community Chest Cards that best represents you and your community! Follow along and stay up to date on news for the Community Chest Card vote and winners on Hasbro Gaming's Instagram and Monopoly Facebook.

About Hasbro

Hasbro (NASDAQ: HAS) is a global play and entertainment company committed to *Creating the World's Best Play and Entertainment Experiences*. From toys, games and consumer products to television, movies, digital gaming, live action, music, and virtual reality experiences, Hasbro connects to global audiences by bringing to life great innovations, stories and brands across established and inventive platforms. Hasbro's iconic brands include NERF, MAGIC: THE GATHERING, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, BABY ALIVE, POWER RANGERS, PEPPA PIG and PJ MASKS, as well as premier partner brands. Through its global entertainment studio, eOne, Hasbro is building its brands globally through great storytelling and content on all screens. Hasbro is committed to making the world a better place for all children and all families through corporate social responsibility and philanthropy. Hasbro ranked among the 2020 100 Best Corporate Citizens by 3BL Media, has been named one of the World's Most Ethical Companies® by Ethisphere Institute for the past ten years, and one of America's Most JUST Companies by Forbes and JUST Capital for the past four years. We routinely share important business and brand updates on our Investor Relations website, Newsroom and social channels (@Hasbro on Twitter, Instagram, Facebook and LinkedIn.)

HAS-B

© 2021 Hasbro, Inc. All Rights Reserved.

View source version on businesswire.com: https://www.businesswire.com/news/home/20210318005537/en/

Jen DeAngelis
Jen.DeAngelis@Hasbro.com
401-727-6833

Source: Hasbro, Inc.