Hasbro Announces Women Innovators of Play Challenge

September 12, 2023

Open Search for the Most Promising Women-Led Mass Market Toy or Game

Winners Receive $10,000, a trip to Hasbro Headquarters, and Mentorship with a Hasbro Senior Woman Leader

PAWTUCKET, R.I.--(BUSINESS WIRE)--Sep. 12, 2023-- Hasbro, Inc. (NASDAQ: HAS), a leading toy and game company, today announced the **Hasbro Women Innovators of Play Challenge**, which is open September 12 to October 12. Hasbro is searching for the next great woman-led mass market toy or game; submitted ideas will be judged on innovation, fun factor and playability, design and aesthetics, mass marketability, and manufacturability. Those who submit toys or games to the Challenge must either be an individual who identifies as a woman or leads a team (maximum of five people) and identify as a woman.

"We were blown away by the support and excitement for Hasbro's Women Innovators of Play event – and now Hasbro is taking this initiative to the next level with our Challenge, which is open to women across 11 countries," said Tanya Thompson, Senior Director, Inventor Relations and Innovation at Hasbro. "We know that incredible women innovators are out there and can't wait to see the submitted toys and games."

Each selected winner will receive:

- $10,000 USD.
- An all-expenses paid trip to Hasbro Headquarters in Rhode Island for "A Day in the Life" experience.
- A mentorship session with one of Hasbro's top women leaders.

Hasbro's panel of judges will evaluate the submissions and select the three most promising innovations, which will be announced in November 2023. The Challenge is open to anyone 18 years or older who identifies as a woman in the following countries: Australia, Canada (excluding Quebec), France, Germany, Israel, Japan, Hong Kong, New Zealand, Spain, United Kingdom, and USA.

See here for more details about the Hasbro Women Innovators of Play Challenge, including eligibility and other requirements.

About Hasbro

Hasbro is a leading toy and game company whose mission is to entertain and connect generations of fans through the wonder of storytelling and exhilaration of play. Hasbro delivers engaging brand experiences for global audiences through toys, consumer products, gaming and entertainment, with a portfolio of iconic brands including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, Hasbro Gaming, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands.

Hasbro is guided by our Purpose to create joy and community for all people around the world, one game, one toy, one story at a time. For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, one of the World's Most Ethical Companies by Ethisphere Institute and one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50. For more information, visit https://corporate.hasbro.com.

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