Hasbro Women Innovators of Play Returns in 2024 with New Event, Challenge

March 27, 2024

Initiative Continues in Second Year as Global Destination for Women Innovators

Extending the Program further in 2024: 'Girl Innovators of Play' in Collaboration with Girl Up

PAWTUCKET, R.I.--(BUSINESS WIRE)--Mar. 27, 2024-- Hasbro, Inc. (NASDAQ: HAS), a leading toy and game company, today announced its **Hasbro Women Innovators of Play 2024** lineup of events, networking moments, and other opportunities to celebrate and connect women toy and game innovators across the globe.

Hasbro's Women Innovators of Play launched in Fall 2023 to promote a more inclusive and equitable toys and games community, encourage more women's participation in the space, inspire the next generation of young women and girls to unleash their creativity, and increase awareness and exposure to creative career paths.

"We are on a mission to attract more women and girls to the toy and game industry, and I could not be more inspired by the response to our Women Innovators of Play event and Challenge," said Kim Boyd, President, Global Brands and Franchise Management at Hasbro. "As a true testament to the power of women inventors everywhere, Hasbro is thrilled to be investing in an incredible game by one of the Challenge's winning inventors, Ellie Dix, and we will be partnering with Ellie to further develop her game concept. We are making the 2024 program even bigger and better and can't wait to share more details soon."

Hasbro's 2023 Challenge saw 130 total submissions from women innovators across the US and globally. Submissions were judged on innovation, mass marketability, fun factor and playability, design and aesthetics, and manufacturability. Each of the three winners received a prize of $10,000 USD and a visit on March 26, 2024, to Hasbro's Pawtucket, RI headquarters for a full day with Hasbro's leadership and Inventor Relations team and a mentorship session with a Hasbro woman leader.

2024 will advance Hasbro's mission while expanding to a full schedule of programming that leverages Hasbro's global community of women innovators and leadership. This includes ongoing networking and creative programs for women innovators 18+ as well as educational and mentorship programs under Hasbro's recently announced **Girl Innovators of Play**. This year's collaboration with Girl Up will engage aspiring and emerging women innovators aged 13-24.

Key 2024 events for Hasbro Women Innovators of Play will include:

Hasbro Women Innovators of Play

- 2nd Annual Virtual Event (October 10, 2024)
- 2nd Annual Challenge (Starting October 10, 2024)

Hasbro Girl Innovators of Play (with Girl Up)

- Girl Up Bootcamp (August 2024)
- Girl Up Project Awards Collaboration (Later 2024)
- Girl Up x Hasbro Project Awards Innovation Lab (Later 2024)

As a kickoff for 2024, **Hasbro recently hosted the three winners of the 2023 Hasbro Women Innovators of Play Challenge** including Ellie Dix (a family card game inventor from Hertfordshire, UK), Sandra Harewood (a family word game inventor from London, UK), and Mandy and 6-year-old Maggie Goddard (mother and daughter preschool game co-inventors from Carmel, Indiana).

Hasbro is excited to announce that Ellie Dix's winning game has been selected by Hasbro Games. Hasbro will work closely with Ellie to further develop the game with the goal of publishing it in the future.

For more information on Hasbro Women Innovators of Play 2024 and to sign-up for ongoing event updates, please visit: https://spark.hasbro.com/womeninnovators. Additional details on 2024 programming will be announced soon.

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 play experiences for fans of all ages around the world, through toys, games, licensed consumer products, digital games and services, location-based entertainment, film, TV, and more. With a portfolio of over 1800 iconic brands including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, Hasbro Gaming, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner

brands, Hasbro brings fans together wherever they are, from tabletop to screen.

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 or @Hasbro on LinkedIn.

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