



Hasbro's FURBY Makes Mischief in New York City Through Immersive Activation

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Celebrating one year since the return of Furby, consumers can spot unique installations throughout New York City from July 10-17

PAWTUCKET, R.I.--(BUSINESS WIRE)--Jul. 10, 2024-- Hasbro, Inc., a leading toy and game company, announced today the launch of 'Furby Wuz Here,' an immersive campaign and activation invading New York City. Celebrating one year since the iconic toy's return, the activation invites consumers to experience the world of Furby, featuring a delightful hunt for mischievous moments and "furbified" objects across the city.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20240710904966/en/>



Furby Wuz Here map (Graphic: Business Wire)

Starting today, these moments will appear in the form of giant Furby footprints left in wet cement, paint and glitter in Herald Square Plaza, Flatiron Plaza and Astor Place, and furry objects like benches,

newspaper stands, lampposts and bicycles throughout Midtown and Nolita. Additionally, Furby fans can make a reservation via [Eventbrite](#) to visit an immersive Furby-themed space at 21 Spring Street on July 14. Featuring nostalgic 90s memorabilia reminiscent of the original Furby launch in 1998, the fur-covered pop-up offers fans a unique set for social content. As consumers stumble across these Furby-themed moments this week, they can share their finds on social media tagging #FurbyWuzHere.

"After reintroducing Furby last year, 25 years after the toy's initial, craze-inducing launch, we were thrilled to see the same level of excitement for the return of our iconic furry friend," says Kim Boyd, President, Global Brands & Franchise Management at Hasbro. "In celebration of this generation of Furby's first birthday, we're continuing the craze with a Furby takeover in New York City, and a new wave of colors for Furblets, our miniature besties. This is just the beginning for Furby, and we look forward to expanding this incredible brand."

The Furby takeover in New York City offers consumers a one-of-a-kind immersive experience with a map outlining all the places Furby has made mischief. 'Furby Wuz Here' marks the continuation of the cute, cool, and weird interactive moments Furby has brought to fans since 1998. Furby interactive toys are available for purchase now on [Amazon](#).

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 1,800 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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