Hasbro Is 'Playing to Win' at 2025 Toy Fair® With a Slate of New Product Reveals, Entertainment Announcements and Premier Collaborations

March 1, 2025

Visit Hasbro Booth #3435 at the Javits Convention Center for a Spectacular Product Showcase Featuring BABY ALIVE, BEYBLADE, DUNGEONS & DRAGONS, FURBY, G.I. JOE, HASBRO GAMES and MONOPOLY, MAGIC: THE GATHERING, NANO-MALS, NERF, PEPPA PIG, PLAY-DOH, TRANSFORMERS, IRON MAN From Premier Collaboration Brand MARVEL, and More

Watch Hasbro's Toy Fair Sizzle Video and Download Product Lookbook HERE

PAWTUCKET, R.I.--(BUSINESS WIRE)--Mar. 1, 2025-- Hasbro, a leading games, IP, and toy company, returns to the North American International Toy Fair® in New York (March 1-4, 2025) to reveal an extraordinary lineup of announcements. The trade show officially unveils new IPs like **Nano-mals,** a stylish new **PLAY-DOH BARBIE** collection from Hasbro's licensing collaboration with Mattel, all-new games like **CONNECT 4 Frenzy, MONOPOLY App Banking, MONOPOLY Expansion Packs, MONOPOLY CLASSIC BOARD refresh**, and **REBOUNCE,** along with new friends, **FURBY MINIS.** All new innovations are introduced with the new **NERF LOADOUT** blasters, and the **BEYBLADE X** generation portable Beystadium and an elevated X-Celerator Rail system to level up battles. The event also unlocks new franchise universes as well with TRANSFORMERS **CYBERWORLD** and "PIG" news from **PEPPA PIG** that will change the brand forever. Plus, from premier collaboration brand Marvel, fans can expect to see the new toy line inspired by Disney Jr.'s upcoming series " **Marvel's Iron Man and his Awesome Friends,"** as well as **MAGIC: THE GATHERING SPIDER-MAN,** both included in the yearlong Marvel Super Heroes VS Villains consumer products campaign, which celebrates iconic Marvel rivalries with unique offerings for fans of all ages. Through meaningful experiences that foster imagination, creativity, learning, excitement, self-expression and so much more, Hasbro is "Playing to Win" by bringing innovation across product categories to bring audiences magical moments that ignite the power of play.

"We return to New York Toy Fair this year with a phenomenal lineup of product innovations, unexpected collaborations and exciting celebrations," says Tim Kilpin, Hasbro's President of Toys, Games, Licensing and Entertainment. "This year, Hasbro is 'Playing to Win' and remains committed to creating joy and community through the magic of play. We aim to deliver even more high-quality play products and experiences that bring friends and family together: from Hasbro's brand-new NANO-MALS pets to our PLAY-DOH Barbie licensing collaboration to MONOPOLY'S 90th anniversary and, of course, the announcement of baby number 3 joining Peppa and her family. We can't wait to unveil more surprises and reconnect with industry friends and fans alike at Toy Fair."

For the first time, Hasbro is having a Toy Fair presence at the Javits Convention Center – Booth #3435 – to present a display of new products based on BABY ALIVE, BEYBLADE, DUNGEONS & DRAGONS FURBY, G.I. JOE, HASBRO GAMES, MAGIC: THE GATHERING, MONOPOLY, NANO-MALS, NERF, PEPPA PIG, PLAY-DOH and TRANSFORMERS, along with premier collaboration brands from Disney Consumer Products, *Star Wars*™and Marvel.

To kick off Day 1 of Toy Fair, Hasbro announces the following major brand moments debuting this year:

- **Hasbro Brings a Brand-New IP to Life: Nano-mals**

  Introducing Hasbro's newest toy brand, Nano-mals, sensory, pocket-sized pets that need your love to fill their hearts each day. Nano-mals figures are adorable mini electronic pals and interactive fidget toys all in one that encourage nurture and sensory play, feature 70+ sounds, and include a textured snap-on outfit and portable key chain. Nano-mals can even interact with each other: place two or more Nano-mals figures in front of each other to connect and discover more fun reactions, lights and sounds. Launching in Fall 2025 (8/1/25), the collection of eight adorable mini friends are the cutest new must-have tech pet companions to collect and connect!

- **PLAY-DOH BARBIE Celebrates Imagination, Creativity and DOH-ified Fashion**

  Hasbro and Mattel teamed up for an exciting licensing collaboration between two iconic brands: PLAY-DOH and Barbie. Introducing a new and unique way of creative play combining the worlds of fashion and arts and crafts, the PLAY-DOH Barbie playsets feature Barbie dolls, PLAY-DOH compound and special fashion-making tools where - PLAY-DOH Kids Can Dream It, Design It - and create whatever DOH-ified fashions they can imagine. The PLAY-DOH Barbie line will be sold by Hasbro, launching in Target stores and online in June 2025, and will be available at most retailers in August 2025.

- **Peppa Pig Welcomes a New Member to The Family**

  Hasbro, in collaboration with Kylie Kelce, beloved wife, podcast host and soon-to-be mother of four, revealed "PIG" news for Peppa Pig and family with the announcement that Mummy Pig is pregnant! The family's exciting expansion will be showcased in the *PEPPA PIG The Big Announcement* episode premiering on March 31, 2025, on Nickelodeon. Little ones will be able to experience all-new adventures with Peppa Pig's growing family through a collection of toys showcasing the new family of five. The products will launch at most major retailers later this

year.

- **MONOPOLY Continues to Bring Fresh Twists to the Classic Game Play Experience**

MONOPOLY celebrates its 90th anniversary this year by introducing new ways to play! MONOPOLY App Banking game, the app-assisted MONOPOLY game, makes banking easy, offers mini games, and more. Eliminating the need for physical cash and counting, the game releases at most major retailers this August. The launch tails news of the MONOPOLY Expansion Packs available now and updated classic MONOPOLY board game, which is available now for pre-order on Amazon and will be available at most major retailers this spring in the United States and early this year in Europe.

- **Expanding the World of FURBY with FURBY Minis**

The world of FURBY just got bigger… but tinier with a new segment of FURBY Minis surprise packs and multipacks. Debuting with a line of party-themed FURBY Minis characters like a disco ball, cake, present, donut, pizza and more, these 1-inch collectable figures make perfect little companions, birthday gifts, party favors and so many other party-worthy occasions. A multipack of 12 FURBY Minis is available for preorder now at Amazon.

FURBY's world gets even sweeter with the first item from FURBY and The Hershey Company's collaboration: the FURBY Furblets REESE'S Peanut Butter Cup. Additional products from this collaboration will be introduced throughout the year.

- **CONNECT 4 Frenzy Brings Fresh New Twist to the Classic Disc-Dropping Game**

Bringing exhilaration to the tabletop and taking just 10 minutes to play, CONNECT 4 Frenzy is a fast-playing take on the original game. Instead of dropping discs, players go for four in a row by bouncing them off the table and into spots on the grid! In this unpredictable game, the lead can change within seconds, as players sink discs, swipe spots, and sabotage opponents. Available at most major retailers starting August 2025.

- **REBOUNCE Makes Game Nights More Epic with Indoor Action**

Active and sports lovers assemble. The all-new REBOUNCE electronic action game has arrived, offering one-on-one play time or team ups through three game modes. Players bounce a squishy foam ball off the tabletop trampoline to opponents, who scramble to catch it—or the other team scores—and the first team to 10 points wins! Available at most major retailers startingAugust 2025.

- **New Toy Line Announced Inspired by "Marvel's Iron Man and his Awesome Friends"**

Following the huge success of Disney Jr.'s "Marvel's Spidey and his Amazing Friends," a brand-new toy line has been announced featuring products from the upcoming new Disney Jr. series "Marvel's Iron Man and his Awesome Friends." Kids can gear up for their own Super Hero endeavors with an exciting new toy line from Hasbro including figures, vehicles, playsets, and roleplay items that feature young Tony Stark and his friends from the series - available at most major retailers starting July 2025. "Marvel's Iron Man and his Awesome Friends" is the first preschool Iron Man series, which follows the adventures (and misadventures) of best friends and super geniuses Tony Stark (Iron Man), Riri Williams (Ironheart), Amadeus Cho (Iron Hulk) and their pup, Gamma. The series is set to premiere this summer on Disney Jr. and Disney+. These new "Marvel's Iron Man and his Awesome Friends" toys build on the continuing focus on "Marvel's Spidey and his Amazing Friends," giving kids a way to team-up and extend their Super Hero play.

- **TRANSFORMERS Becomes Even More - More Than Meets the Eye - with CYBERWORLD**

Welcome to CYBERWORLD, a brand-new segment in the TRANSFORMERS universe. In CYBERWORLD, there are no limits on the stories kids can tell. They can choose the team ups, the battles, and the TRANSFORMERS stories they want to create as they play. That theme powers the CYBERWORLD kids toy line; created for cross-compatibility, fast action, and easy conversion at every scale. CYBERWORLD will also boast some deeper storytelling—with an original YouTube series, featuring 36 short form CG-animated episodes, launching later this year.

CYBERWORLD is an exciting new digital series featuring Optimus Prime, Bumblebee, Megatron, Elita-1 and other fan-favorite bots as they dive into a never-before-seen world of danger and intrigue. On CYBERWORLD nothing is certain, as they face off with friend and foe alike in a slew of video game-inspired challenges that push them into unexpected team ups in order to survive. Through these intense and comedic adventures, we will get to see fresh, yet familiar, versions of our iconic and beloved characters.

- **NERF Loadout: Bridging Video Game Customization with Active Gameplay**

NERF is putting the thrill of personalized video game experiences & epic battles in your hands with the brand-new NERF Loadout blasters. The new era of NERF is bringing video games to life and allowing fans to engage in creating their ultimate blaster through the customization of interchangeable attachments that can form more than 1000 combinations across the line with striking visual graphics! Launching at most major retailers in July 2025.

- **Marvel's Spider-Man Swings into MAGIC: THE GATHERING this Fall**

A collaboration years in the making, MAGIC brings its signature style and gameplay to the world of Spider-Man, releasing globally Sept. 26. Hasbro revealed the stunning packaging art and product lineup that will let tabletop fans live out your friendly neighborhood Spider-Man's most epic battles through MAGIC's engaging gameplay. Check out a first look at the product lineup here

- **The Next Generation of BEYBLADE X is Here**

BEYBLADE X brings the thrill and excitement of competition with a fast-paced spinning-top battle game full of intense speed and epic collisions. Bladers can expand their experience with the latest BEYBLADE stadiums by taking the battle anywhere they go with the new portable

BEYBLADE X Clash and Carry Beystadium Battle Arena, now available on Amazon and at most major retailers this spring. This portable stadium delivers top-tier performance, featuring the iconic X-Celerator Rail and the innovative BEYBLADE X Gear System for an unparalleled battle experience. After battling, Bladers can effortlessly fold up the stadium, carry it on the go, and store it with ease. Additionally, level up your game and get the drop on your opponents with the BEYBLADE X Drop Attack Battle Set! The innovative Drop Attack Beystadium's elevated X-Celerator Rail can send BEYBLADE Tops to a higher elevation, where they can drop down on their opponent's Tops below for crushing collisions and epic bursts. Also, the new BEYBLADE X animated series premiered on Disney XD last summer and is currently streaming on Hulu and Netflix. Check it out and LET IT RIP!

About Hasbro

Hasbro is a leading games, IP and toy company whose mission is to create joy and community through the magic of play. With over 100 years of expertise, Hasbro delivers groundbreaking play experiences and reaches over 500 million kids, families and fans around the world, through physical and digital games, video games, toys, licensed consumer products, location-based entertainment, film, TV and more.

Through its franchise-first approach, Hasbro unlocks value from both new and legacy IP, including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, MONOPOLY, HASBRO GAMES, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands. Powered by its portfolio of thousands of iconic marks and a diversified network of partners and subsidiary studios, Hasbro brings fans together wherever they are, from tabletop to screen.

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, a 2025 JUST Capital Industry Leader, one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50, and a Brand that Matters by Fast Company. For more information, visit https://corporate.hasbro.com or @Hasbro on LinkedIn.

About Wizards of the Coast

Wizards of the Coast, a wholly-owned subsidiary of Hasbro (NASDAQ: HAS), develops legendary games that inspire creativity, spark passions, forge friendships and foster communities around a lifetime love of games. Wizards delivers compelling experiences for gamers across tabletop and digital gaming through its best-known franchises MAGIC: THE GATHERING and DUNGEONS & DRAGONS, along with Hasbro's unparalleled portfolio of over 1,800 iconic brands.

With headquarters in Renton, Washington and studios in Austin, Montreal and Raleigh, Wizards is dedicated to fostering world-class talent to create unforgettable play experiences on all platforms. To learn more about Wizards, please visit our company website and Wizards of the Coast on LinkedIn.

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