A New Era of Play: Hasbro Makes a Move to Boston

September 8, 2025

Relocation from Rhode Island to Boston reflects the next step in Hasbro's play-driven, partner-focused Playing to Win strategy

PAWTUCKET, R.I.--(BUSINESS WIRE)--Sep. 8, 2025-- Today, Hasbro, Inc., a leading games, IP, and toy company, announced it will relocate its Rhode Island operations to 400 Summer Street in Boston's Seaport District. This new location will be the primary headquarters for Hasbro's toys, board games, and licensing businesses, and a majority of its corporate services. This strategic move positions the company to accelerate innovation, attract top talent, and drive long-term growth in line with Hasbro's Playing to Win strategy which emphasizes play-driven engagement and collaboration with partners.

The 400 Summer Street facility, developed and owned by WS Development, will house teams that power some of the world's most iconic brands, occupying seven floors across 265,000 square feet. The new space will be home to at least 700 full-time employees expected to transition from Rhode Island to Boston by the end of 2026.

"We are thrilled that Hasbro has chosen Massachusetts as the home of its new headquarters, and we're ready to support the hundreds of jobs they will create here," said Governor Maura Healey. "We're proud to welcome this iconic company to Team Massachusetts — where we are number one for education, health care and innovation. I'm grateful for the leadership of Chris Cocks and his team at Hasbro, and for the hard work of my economic development team that helped make this possible."

"I'm delighted to welcome Hasbro to its new home in Boston," said Mayor Michelle Wu. "The creativity and wonder at the heart of Hasbro's work are also at the heart of our mission to make Boston a home for everyone—the safest major city in the country and the best place to raise a family, with opportunities for all to Connect(4) and Play(-Doh). We look forward to supporting Hasbro's transition to Boston and partnership with the city."

While Hasbro is establishing a new home in Boston, the company's ties to Rhode Island remain strong.

In 2024 alone, Hasbro contributed over $1 million in product and in-kind donations to local Rhode Island organizations, including long-standing partners like Hasbro Children's Hospital and the Rhode Island Special Olympics. The company plans to continue to support Hasbro Children's Hospital with annual donations and will keep recruiting from Rhode Island's colleges and universities—honoring the legacy of the Hassenfeld family's deep roots in the state. For more than a century, Hasbro has grown alongside the community, and that commitment continues today.

In addition to its new East Coast facility, on the West Coast, Hasbro's Renton, WA office serves as the headquarters for the Gaming and Digital businesses. This Seattle-based hub is already home to legendary franchises like *Magic: The Gathering* and *Dungeons & Dragons*, as well as Hasbro's expanding digital gaming and technology operations. The office, located in the scenic Southport area on Lake Washington, is currently home to more than 500 employees and growing. Hasbro currently occupies 111,000 square feet across three floors.

"Boston's thriving business community, deep academic partnerships and cultural vibrancy, together with our Seattle team's leadership in technology, creativity, and innovation, give Hasbro an unparalleled foundation for growth," said Chris Cocks, CEO, Hasbro. "Together, these offices will fuel the next chapter of Hasbro."

Hasbro is building a structure that strengthens speed, agility, and innovation. Boston and Seattle are two of the nation's leading innovation and tech centers, serving as talent magnets that will help Hasbro harness the full power of the company's portfolio and unlock growth in both physical and digital play.

With locations anchoring the East and West Coasts of the U.S., Hasbro is reinforcing its position as a global company with a footprint to match. Beyond Boston and Renton, Hasbro operates campuses and manufacturing sites across the broader U.S., as well as major offices in Hong Kong, London, Mexico City, and Montreal. Each plays a critical role in the company's creative pipeline, digital innovation, and operations. These locations strengthen Hasbro's ability to deliver world-class brands and experiences to fans and families around the globe.

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 164 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.

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