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## Hasbro Helps Families Prepare for National Family Game Night on September 28 with the Great Games Trade-In

*Hasbro to Offer Savings of Up To \$83 on Family Game Night Games*

PAWTUCKET, R.I.--(BUSINESS WIRE)-- If the triage unit is needed to revive your family's OPERATION game, your racecar has sped away from your MONOPOLY game or you're embarrassed about the sorry state of your SORRY! game, then Hasbro's Great Games Trade-In is the perfect solution to revive your game collection and your FAMILY GAME NIGHT experience. Just in time for the third annual *National Family Game Night* on September 28, Hasbro has teamed up with Recyclebank® to help families responsibly recycle and dispose of their old, worn-out games and offer exceptional savings to replace them with new, refreshed editions to bring an extra dose of fun to all Family Game Night gatherings.

By teaming up with Recyclebank, the company that rewards people for taking everyday green actions with discounts and deals from local businesses and national brands, Hasbro makes it easy for families to participate in *National Family Game Night* while keeping their wallets full and their environmental footprints small. Consumers can visit [www.FamilyGameNight.com](http://www.FamilyGameNight.com) to select and download up to 22 exclusive game coupons for a total savings value of as much as \$83, and print prepaid mailing labels to recycle old games through Recyclebank. All of the Great Games Trade-In coupons are available for download through September 30 or while supplies last, and can be redeemed at select mass merchandise retailers nationwide through October 9.

"We encourage families to take time to play games together year round, but we do hope they will join us in the Great Games Trade-In, which provides an ideal opportunity to bring home a fresh new game this September," said Kevin Fortey, Vice President of U.S. Marketing for Hasbro games. "We hope that on National Family Game Night, families will take a break from their busy schedules to enjoy playing a brand new game together, complete with fun, laughter and quality family time."

"Recyclebank is all about gaming for good. At its core, Recyclebank leverages this powerful concept to engage members online, while influencing behaviors offline—starting people on their own sustainability journey in a fun and educational environment," said Samantha Skey, chief revenue officer at Recyclebank. "We incent members to take easy, everyday green actions that collectively add up to a big environmental impact, and Hasbro's Great Games Trade-In provides an easy way for families to take green action. Our hope is that the nudge to think differently about games recycling will cultivate a new behavior among families."

Families can add some excitement to *National Family Game Night* this year with new games based on favorite Hasbro brands. For example, SIMON FLASH, an all-new take on the 1980's hit, SIMON, encourages players to conquer the colors by shuffling and sliding four jewel-toned electronic cubes in four unique games of memory and logic. CONNECT 4 LAUNCHERS adds fast-paced action to everyone's favorite game of four-in-a-row, as players frantically flip checkers into a two-tiered, horizontal grid. Even the youngest of wordsmiths can grab a spoon and scoop up the fun with SCRABBLE ALPHABET SCOOP, a free-for-all race to match and spell the words on your cards as quickly as possible.

Those interested in swapping their favorite games for fresh editions will find lots of great savings on iconic Family Game Night names. Make your life richer faster than ever with MONOPOLY: *Electronic Banking* Edition, which helps speed up game play so you can become a real estate tycoon in no time at all. Cavity Sam won't be the only one with a case of "The Giggles" when you test your precision in OPERATION as you work to cure this patient's quirky ailments like "Phone Finger" and "Toxic Gas." If some of the characters from your GUESS WHO? game have disappeared, upgrade to the latest version with new characters on an easy to insert, one-sheet card. Or, start your FAMILY GAME NIGHT tradition off with a sweet new edition of CANDY LAND as your little ones embark down the colorful path to "Cupcake Commons," "Licorice Lagoon" and never-ending family fun. With a fully stocked and updated game closet, all you'll need for *National Family Game Night* are the snacks!

For additional information about the Great Games Trade-In, *National Family Game Night* or Recyclebank, visit [www.FamilyGameNight.com](http://www.FamilyGameNight.com) or [www.facebook.com/FamilyGameNight](http://www.facebook.com/FamilyGameNight).

**About Hasbro**

Hasbro, Inc. (NASDAQ: HAS) is a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings based on the Company's world-class brand portfolio. From toys and games, to television programming, motion pictures, video games and a comprehensive licensing program, Hasbro strives to delight its customers through the strategic leveraging of well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2011 Hasbro, Inc. All Rights Reserved.

### **About Recyclebank**

Recyclebank® helps create a more sustainable future by rewarding people for taking everyday green actions with discounts and deals from more than 3,000 local and national businesses. Through its online platform and partnerships with municipalities, haulers, small businesses and corporate brands, Recyclebank is empowering individuals to make a collective impact on the environment by increasing household recycling, reducing household energy usage and learning to live greener lives. Recognized as a Technology Pioneer by the World Economic Forum, a Champion of the Earth by the United Nations Environment Programme and for Outstanding Excellence in Public/Private Partnerships from the U.S. Conference of Mayors, Recyclebank is headquartered in New York City. For more information, visit [www.Recyclebank.com](http://www.Recyclebank.com).

Hunter Public Relations  
Meagan McCutcheon, 212-679-6600, ext. 222  
[mmccutcheon@hunterpr.com](mailto:mmccutcheon@hunterpr.com)  
or  
Hasbro  
Julie Duffy, 401-727-5931  
[jduffy@hasbro.com](mailto:jduffy@hasbro.com)

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