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Twilight Sparkle Becomes a Princess in Special Coronation Episode of 'My Little Pony Friendship is Magic' on The Hub TV Network

LA 'Coronation Concert' Hosted by Newly Crowned Miss America 2013 Mallory Hagan with Special Guest Olympic Gold Medalist "Fastest Woman in the World" Carmelita Jeter In Support of Children's Hospital Los Angeles

Network Celebration Includes Nine-Episode Marathon, Special Sweepstakes and Exclusive Content on Hubworld.com

LOS ANGELES – The first look at the newest addition to the royal family will be revealed when [The Hub](#) TV Network, one of the fastest growing basic cable networks, premieres the special all-new coronation episode of the animated hit series **"My Little Pony Friendship is Magic,"** Saturday, February 16 (10:30 a.m. ET). In the highly anticipated episode, Twilight Sparkle becomes a princess, resulting in a flurry of special events from the network around the character's coronation including a nine-episode **My Little Pony Princess Coronation Marathon** Saturday, February 16 (6-10:30 a.m. ET) showcasing the character's journey to her crowning moment. The series is produced by Hasbro Studios.

To celebrate the episode, The Hub will host a special LA-based, invitation-only **"My Little Pony Friendship is Magic" Coronation Concert** event hosted by Mallory Hagan, the newly crowned Miss America 2013 with a special guest appearance by Olympic Gold Medalist Carmelita Jeter.

The "My Little Pony Friendship is Magic" Coronation Concert will herald the arrival of the new 'Royal' with an interactive, sing-along screening in Los Angeles Saturday, February 9, hosted by Miss America 2013, Mallory Hagan, crowned Jan. 12, 2013, in Las Vegas and hailing from Brooklyn, NY. The event will also feature a special guest appearance by Olympic Gold Medalist Carmelita Jeter, "The World's Fastest Woman" who won Gold in the 4x100m relay, Silver in the 100m and Bronze in the 200m races at the 2012 London Olympics.

The Coronation Concert will be in support of [Children's Hospital Los Angeles](#), a nonprofit, academic, pediatric medical center that provides the highest quality healthcare to more than 97,000 children and families every year. Named the best children's hospital in California and among the top five in the nation by U.S. News & World Report, Children's Hospital is home to The Saban Research Institute, one of the largest and most productive pediatric medical research facilities in the United States, and is one of America's premier teaching hospitals through its affiliation since 1932 with the Keck School of Medicine of the University of Southern California.

To give the series' passionate fan base an opportunity to attend the concert, The Hub held a one-day, call-in My Little Pony Coronation Concert Sweepstakes and a 10-year-old fan from Buncombe, IL won a trip for four to the coronation concert with his family. Fans will have additional opportunities to win tickets to the crowning event through giveaways with several online sites.

Viewers can also participate in all the pomp and circumstance of the coronation episode premiere with a variety of exclusive digital content launching Friday, February 1 on [hubworld.com](#). For fans to host their own viewing parties at home, the website will feature coronation-themed downloadables including crowns, coloring pages, activity sheets and recipes at [hubworld.com/MLPprincess](#). Additionally, the network will launch an all-new, high-octane "Racing is Magic" game that tests a player's racing prowess and brain power in a variety of challenges that follow a trio of ponies in the annual race across Equestria.

The Hub's [Facebook](#) and [Twitter](#) (@HubTVNetwork) platforms will also provide sneak peeks and exclusive content from the coronation episode and extend the viewing experience with additional activities to engage fans of all ages.

"My Little Pony Friendship is Magic" follows the studious young unicorn Twilight Sparkle and her five pony friends as they teach one another about the most powerful magic of all, the magic of friendship! In the special coronation episode "Magical Mystery Cure," Twilight Sparkle accidentally casts a spell that switches the Cutie Marks and destinies of all her friends, and the only way she can reverse the spell is by writing her own magic. Little does she know that by achieving this great accomplishment, she will fulfill her destiny and emerge a princess.

About The Hub TV Network

THE HUB is a multi-platform joint venture between Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) and Hasbro, Inc., (NASDAQ: HAS) with a goal of entertaining, enlightening, empowering and educating children and their families. The cable and satellite television network features original programming as well as content from Discovery's library of award-winning children's educational programming; from Hasbro's rich portfolio of entertainment and educational properties built during the past 90 years; and from leading third-party producers worldwide. The Hub lineup includes animated and live-action series, as well as specials, game shows, and family-favorite movies. The network extends its content through a robust and engaging online presence at www.hubworld.com. The Hub rebranded from Discovery Kids on October 10, 2010, and is available in nearly 72 million U.S. households. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

To find the channel in your area, please visit <http://www.Hubworld.com> and check the channel locator at the top of the page.

Visit The Hub on Facebook at <http://www.facebook.com/hubtvnetwork>

Note: For artwork, visit www.press.discovery.com

About Hasbro Studios

Hasbro Studios is the Los Angeles-based entertainment division of Hasbro, Inc. (NASDAQ: HAS). The studio drives entertainment brand-driven storytelling for the company and is responsible for all television, film, commercial productions and short-form multi-platform content across all traditional and digital media. It develops and produces TV shows based on Hasbro's world class brands, including TRANSFORMERS, MY LITTLE PONY, LITTLEST PET SHOP and SCRABBLE. Many of these shows air on The Hub, a U.S. television network for kids and their families, and in more than 170 countries globally. The Hub is a joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK). The studio is also comprised of the Film Group, which develops films based on Hasbro's world class brands, including TRANSFORMERS 4 (Paramount), STRETCH ARMSTRONG (Relativity Media) and CANDY LAND (Sony), and oversees commercials and short-form content production.

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