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## Hasbro Announces Official 2012 PLAY-DOH Artist of the Year

### Rhode Island School of Design Students Sculpt 2012 Presidential Candidates in Competition to Be Named First Ever Official PLAY-DOH Artist

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Today, [Hasbro, Inc.](#) (NASDAQ: HAS) announced Ian Williams, age 21 from Rochester, NY, as the winner of the "Official PLAY-DOH Artist of the Year" contest. Hasbro worked with the Rhode Island School of Design Sculpture and Ceramics Department, one of the top art and design schools in the United States, to offer students the exclusive opportunity to become the "Official PLAY-DOH Artist of the Year" and earn a \$5,000 tuition stipend.



PLAY-DOH sculptures of Barack Obama and Mitt Romney molded by Ian Williams, a fourth year student at Rhode Island School of Design and "Official PLAY-DOH Artist of the Year," using 100% PLAY-DOH compound. Hasbro offered RISD students majoring in Sculpture and Ceramics a chance to compete for the exclusive opportunity to become the "Official PLAY-DOH Artist of the Year," and Williams won based on his realistic sculptures, knowledge of design and ability to mold using PLAY-DOH compound. (Photo: Business Wire)

and skill levels," said Jerry Perez, Senior Vice President and Global Brand Leader. "The 'Official PLAY-DOH Artist of the Year' is the first-ever program that invites art students to showcase their talents using our iconic compound. We are excited to work with Ian to deliver outstanding PLAY-DOH sculptures to our fans."

The "Official PLAY-DOH Artist of the Year" program was created to celebrate the creativity of PLAY-DOH fans of all ages and to recognize the talent of students studying sculpture and design. Each year the PLAY-DOH brand will award the title to one art student whose work embodies the brand personality and showcases the diverse creative possibilities of working with PLAY-DOH.

PLAY-DOH fans can also look forward to celebrating an exciting online milestone with the brand: recently acquiring one million Facebook fans! To mark the occasion, the PLAY-DOH brand is donating one million cans of compound to select charities to help inspire young, creative minds across the nation. Join the community at [Facebook.com/PlayDoh!](#)

Each entrant sculpted both the Democratic and Republican Party 2012 presidential candidates, Barack Obama and Mitt Romney, using only PLAY-DOH compound. Entries were judged based on five criteria including realism, craftsmanship, creativity, presentation, and incorporation of the PLAY-DOH brand personality.

As the "Official PLAY-DOH Artist of the Year" Williams, a fourth year student at Rhode Island School of Design, will receive a \$5,000 tuition stipend and will work with Hasbro to create a variety of original PLAY-DOH creations for use on the brand's digital channels. Fans can keep up with Williams' work on the PLAY-DOH Facebook page: [Facebook.com/PlayDoh.](#)

"I'm passionate about sculpting and grew up playing with PLAY-DOH so I'm truly honored to be chosen as the 'Official PLAY-DOH Artist of the Year,'" said Williams. "Working with Hasbro is a wonderful opportunity and I look forward to sharing my creativity with the PLAY-DOH online community."

"Our PLAY-DOH compound is a wonderful creative medium that inspires artists of all ages

## **About Play-Doh**

The Play-Doh brand is proud to celebrate over 50 years of colorful, creative play. Since it was first introduced in 1956, Play-Doh modeling compound has become a classic and beloved toy, used in homes and schools around the world by children of all ages.

## **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, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. The Company's Hasbro Studios develops and produces television programming for markets around the world. The Hub TV Network is part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), in the U.S. Through the Company's deep commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named one of the "World's Most Ethical Companies." Learn more at [Hasbro.com](#).

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50427934&lang=en>

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