

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT
Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): **March 27, 2014**

Hasbro, Inc.

(Exact name of registrant as specified in its charter)

Rhode Island
(State or other jurisdiction
of incorporation)

1-6682
(Commission File Number)

05-0155090
(IRS Employer
Identification No.)

1027 Newport Ave., Pawtucket, Rhode Island
(Address of principal executive offices)

02861
(Zip Code)

Registrant's telephone number, including area code: **(401) 431-8697**

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 5.02 **Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.**

Hasbro, Inc. (the "Company") issued a press release announcing that Richard S. Stoddart, Chief Executive Officer of Leo Burnett North America at Leo Burnett Worldwide, has been appointed to the Company's Board of Directors (the "Board") effective March 27, 2014. A copy of the press release is attached as Exhibit 99.1 to this Current Report and is incorporated herein by reference.

In connection with his service on the Board, Mr. Stoddart will participate in the Company's compensation program for non-employee directors, as it is amended from time to time, which currently includes an annual cash retainer of \$85,000. In addition, Mr. Stoddart will become party with the Company to the Company's form of Director Indemnification Agreement, which has been filed as Exhibit 10(jj) to the Company's Annual Report on Form 10-K for the fiscal year ended December 30, 2007.

Item 9.01 **Financial Statements and Exhibits.**

(d) Exhibits

99.1 Press Release of Hasbro, Inc. dated March 27, 2014.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

HASBRO, INC.

By: /s/ Deborah Thomas
Name: Deborah Thomas
Title: Executive Vice President and Chief Financial Officer
(Duly Authorized Officer and Principal Financial Officer)

Date: March 27 , 2014

EXHIBIT INDEX

Exhibit No.	Description
99.1	Press Release of Hasbro, Inc. dated March 27, 2014.

HASBRO, INC. ELECTS RICHARD STODDART TO BOARD OF DIRECTORS

PAWTUCKET, R.I. – March 27, 2014 – Hasbro, Inc. (NASDAQ: HAS), a premier global branded play company, announced today that Richard Stoddart, Chief Executive Officer, North America at Leo Burnett Worldwide, has been elected to the Company's Board of Directors effective March 27, 2014.

"Richard Stoddart is highly accomplished within the advertising industry. He brings a wealth of experience in marketing communications and consumer engagement that will make him a valuable member of our Board," said Hasbro Chairman Alfred J. Verrecchia. "As a recognized leader in the advertising community, we look forward to Rich's guidance and insight as we continue to deliver meaningful and lasting connections between our unparalleled portfolio of multi-platform brands and our consumers around the world."

As Chief Executive Officer, Leo Burnett North America, Stoddart is responsible for driving growth and innovation across the firm and its sister agency Arc. He is also responsible for all North American business at Leo Burnett Worldwide.

Prior to taking on this role in 2013, Mr. Stoddart served as President of Leo Burnett North America in Chicago for eight years, helping return the flagship agency to growth, strengthen its leadership team and deliver unparalleled ROI for clients such as General Motors, Procter & Gamble, Allstate, Kellogg and McDonald's. Moreover in his tenure, Leo Burnett has won more EFFIE Awards for effective advertising than any other US agency.

In 2013, he was honored as the American Advertising Federation Multicultural Career Achiever Award recipient. In June, he will begin a two-year term as Chairman of the American Advertising Federation.

Mr. Stoddart completed his Bachelors in Arts in American Government at Dartmouth College in 1985.

About Hasbro, Inc.

Hasbro, Inc. (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through the creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF and LITTLEST PET SHOP. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative play and entertainment experiences, in a variety of forms and formats, anytime and anywhere. The Company's Hasbro Studios develops and produces television programming for more than 180 territories around the world, and for the U.S. on Hub Network, part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK). 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" and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at www.hasbro.com

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Investor Relations
Source: Hasbro

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