



November 26, 2014

## **A Bundle of Comics for Everypony! The MY LITTLE PONY Humble Comics Bundle Presented by IDW & Hasbro**

SAN DIEGO--(BUSINESS WIRE)-- After the success of the Humble TRANSFORMERS Bundle, which raised over \$67,000 for charity this summer, Humble Bundle, IDW Publishing and [Hasbro, Inc.](#) are working together once again to bring you the MY LITTLE PONY Humble Comics Bundle. On Wednesday, November 26, 2014 at 11 a.m. PST, customers can name their price for up to 50 issues of MY LITTLE PONY comics, all while supporting a child-focused charity.

**My Little Pony: Friends Forever #1-10** and **My Little Pony: Micro Series #1-5** will be available for a cost of the customers choosing. Those who pay more than the average price will also unlock **My Little Pony: Friendship is Magic #1-12** and **My Little Pony: Micro Series #6-10**. If customers pay \$15 or more, they'll receive all the titles just mentioned, plus **My Little Pony: Friendship is Magic #13-23** and **My Little Pony: Animated, Vol. 1** and **2**, bringing the bundle to a grand total of 50 issues.

As with all Humble Bundles, customers can choose how their purchase dollars are allocated. Buyers of the MY LITTLE PONY Humble Comics Bundle can specify the portion of the purchase price that they want to pay in support of the [Hasbro Children's Fund](#), which is dedicated to empowering childhood by bringing "the sparkle of Hope, the joy of Play and the power of Service" into the lives of the children who need it most.

"Fans of MY LITTLE PONY are a passionate group, and that passion extends to their generosity," said Michael Kelly, Hasbro's Director of Global Publishing. "We are very pleased to be working with IDW and Humble Bundle again to bring those fans the chance to get a great collection of comics, while at the same time contributing to the wellbeing of children around the world. It's an amazing opportunity to put the message of FRIENDSHIP IS MAGIC into action."

The MY LITTLE PONY Humble Comics Bundle runs for two weeks and ends on Wednesday, December 10, 2014 at 11 a.m. PST. For more information, please visit <https://www.humblebundle.com/books>.

MY LITTLE PONY is an evergreen lifestyle brand that continues to be a worldwide perennial favorite. The "My Little Pony: Friendship is Magic" animated series is created by Hasbro Studios and is currently airing on Discovery Family Channel (formerly Hub Network) in the United States and can be seen globally in over 180 territories.

### About Hasbro Children's Fund

*The Hasbro Children's Fund, Inc. is a 501(c)(3) nonprofit whose mission is to empower childhood by bringing "the sparkle of Hope, the joy of Play and the power of Service" into the lives of the children across the globe. Working with strategic charitable partners, the grants made through the Hasbro Children's Fund support programs that deliver; stability for children in crisis; pediatric physical and mental health services; hunger security; educational programs; quality out of school time programming and programs that empower youth through service. To learn more about these programs and how they are making a difference for children worldwide, please visit <http://www.hasbro.org>.*

### About Hasbro

*[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 is responsible for entertainment brand-driven storytelling around Hasbro brands across television, film, commercial productions and short-form. 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](http://www.hasbro.com) and follow us on Twitter ([@HasbroNews](#)).*

#### About Humble Bundle

Humble Bundle organizes pay-what-you-want plus charity promotions for awesome digital content and puts the power directly in the hands of the consumers, offering them fully-featured titles at prices they set themselves. Consumers pay what they want and decide how to allocate their money between content creators, charity and a humble tip. Humble Bundle also offers the Humble Store, a digital storefront that features great games at great prices with a portion of sales going to select charities. Since the company's launch in 2010, Humble Bundle has helped empower its community to allocate more than \$44 million toward charity to date. For more information, please visit <https://www.humblebundle.com>.

#### About IDW Publishing

IDW is an award-winning publisher of comic books, graphic novels and trade paperbacks, based in San Diego, California. Renowned for its diverse catalog of licensed and independent titles, IDW publishes some of the most successful and popular titles in the industry, including: Hasbro's *The TRANSFORMERS*, *G.I. JOE* and *MY LITTLE PONY*; Paramount's *Star Trek*; Nickelodeon's *Teenage Mutant Ninja Turtles*; 2000AD's *Judge Dredd*; *The Rocketeer*; Toho's *Godzilla*; *Wizards of the Coast's Magic: The Gathering* and *Dungeons & Dragons*; *V-Wars* from New York Times best-selling author Jonathan Maberry; *Ragnarök* from Eisner Award-winner Walter Simonson; *Winterworld*, created by Chuck Dixon and Jorge Zaffino; and *Little Nemo* from the award-winning duo of Eric Shanower and Gabriel Rodriguez. IDW is also home to the Library of American Comics imprint, which publishes classic comic reprints, Yoe! Books, a partnership with Yoe! Studio, and the multiple award-winning Artist's Edition imprint.

IDW's critically- and fan-acclaimed series are continually moving into new mediums. Currently, Jerry Bruckheimer Films and Disney are creating a feature film based on *World War Robot*; Dwayne "The Rock" Johnson and Warner Brothers are producing a film based on Ashley Wood's *Lore*; Michael Bay's *Platinum Dunes* and Sony are bringing *Zombies vs. Robots* to film, Kurtzman/Orci are producing a movie based on *Locke & Key* at Universal.

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#### **Media Contacts:**

IDW Publishing

Dirk Wood, 858-270-1315, ext 123

[Dirk@IDWPublishing.com](mailto:Dirk@IDWPublishing.com)

or

Hasbro, Inc.

Pat Jarret, 401-727-5896

[pat.jarret@hasbro.com](mailto:pat.jarret@hasbro.com)

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