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GenerationOn and Hasbro, Inc. Team Up to Inspire Kids to Be Joy Makers and Spread Joy through Acts of Service This Holiday Season

For Each Service Act Completed, Hasbro Will Donate a Toy or Game to Toys for Tots, Up to 100,000 Pieces

NEW YORK, Nov. 19, 2012 /PRNewswire-USNewswire/ -- To mark the season of giving, [generationOn](#) and its partners at [Hasbro, Inc.](#) (NASDAQ: HAS) are asking kids and teens to help children in need through [Be a Joy Maker](#), the third annual generationOn holiday giving campaign.

Beginning today through December 18, for each act of service completed by a child or teen and logged on the [Be a Joy Maker](#) site, Hasbro will donate a toy or game to Toys for Tots — up to 100,000 pieces.

"GenerationOn is a global youth service movement that encourages young people to be engaged citizens, and our hope this holiday season is to inspire them to care, share and give joy to children in need," said Concetta Bencivenga, executive director at generationOn. "We want kids to channel their compassion by completing an act of service and triggering a toy donation that will bring the gift of play to children who would otherwise not receive a gift this year."

"Hasbro's partnership with generationOn is especially important during the holiday season, as we team up with service-minded youth to make the holidays a bit brighter for children who need it most," said Karen Davis, vice president, community relations at Hasbro, Inc. "The belief that kids of all ages can be empowered to give back is at the core of our company culture, and we could not be happier to make this donation in honor of kids and teens committed to making a positive impact in their communities."

The third annual campaign builds upon the success of the past two years during which more than 230,000 kids pledged to volunteer, triggering gifts of toys from Hasbro to just as many kids. This year, generationOn and Hasbro are asking young people to take their commitment to service a step further and turn that pledge of service into an act of service.

Parents, teachers and youth leaders can encourage kids to complete an act of service, and kids can encourage their friends, classmates and peers to commit to helping others. The more kids and teens who volunteer, the more toys and games Hasbro will donate to those in need during the holidays.

Kids and families everywhere can make their mark on their local community by taking action on the [Be a Joy Maker](#) site or on [Facebook](#). They can also explore holiday project ideas and share their stories at [www.generationOn.org](#).

About generationOn

GenerationOn is the global youth service movement igniting the power of all kids to make their mark on the world. As Points of Light's youth service enterprise, generationOn inspires, equips and mobilizes youth to take action through generationOn service clubs, schools, youth organizations, campaigns and youth leadership initiatives. It also provides tools and resources to youth, families and educators to help kids change the world and themselves through service. To learn more about how to get involved, visit [www.generationon.org](#).

About Points of Light

Points of Light — the world's largest organization dedicated to volunteer service — mobilizes millions of people to take action that is changing the world. Through affiliates in 250 cities and partnerships with thousands of nonprofits and corporations, Points of Light engages more than 4 million volunteers in 30 million hours of service each year. We put people at the center of change. For more information, go to [www.pointsoflight.org](#).

About Hasbro, Inc.

[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 innovative, 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," and is ranked in The Civic 50 as one "America's most community minded companies" by Bloomberg Businessweek and as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at www.hasbro.com.
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