



**FOR IMMEDIATE RELEASE:**

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**SERIOUSFUN CAMPERS GET TO PLAY WITH THE PROS!  
THANKS TO HASBRO, FAMILIES ATTENDING THEIR FALL WEEKEND PROGRAM FROM  
WASHINGTON TO IRELAND GET TO PARTICIPATE IN  
A VERY SPECIAL HASBRO GAME DAY**

New York, NY, (October 14, 2013) – Families attending fall programs this past weekend at select SeriousFun camps were treated to a special day from a long time sponsor and the folks who know how to play better than anyone, Hasbro! Carrying boxes full of toys and games, employees from Hasbro, Inc (NASDAQ: HAS) came to Camp Korey in Carnation, WA and to Barretstown in County Kildare, Ireland this past Saturday, October 12, to host a fun-filled Hasbro Game Day for the families attending Camp. Another Hasbro Game Day is scheduled at The Hole in The Wall Gang Camp in Ashford, Conn. for Saturday, October 26.

In 2013, the Hasbro Children's Fund made a \$100,000 grant to SeriousFun designed to support four camps located in areas where Hasbro has offices. Each of the three Family Weekend programs received a \$25,000 gift, while one additional SeriousFun camp, The Painted Turtle in Lake Hughes, CA, received \$25,000 in support of its Outpost Program, which delivers the camp experience in playrooms of clinics and medical facilities, as well as at kids' hospital bedsides.

Hasbro has been a longtime partner of SeriousFun, contributing more than \$1.9 million through foundation grants and donations of toys & games across the entire SeriousFun network of camps since 2004. Employees have also supported SeriousFun by donating personally through the company's annual Employee Giving Campaign, as well as volunteering onsite to prepare the cabins between summer sessions at their nearby camp, and now by hosting game days during the Fall Family Weekends.

"Illness affects the entire family and often causes them to miss out on quality time together," said John C. Read, president & CEO, SeriousFun Children's Network. "We're so grateful to Hasbro for its longtime commitment to our camps and for providing our families with the opportunity to connect through the power and fun of games."

Team Hasbro volunteers took part of their weekend to spend time with campers and their families playing classic games like Candy Land and Connect 4, as well as exciting new games like Kaijudo and Jenga Tetris.

"Through Hasbro's philanthropy we are dedicated to empowering childhood by working hard to provide the sparkle of hope, the joy of play and the power of service to children in our community and around the world" said Karen Davis, Vice President of Community Relations.

"We are excited to give our employees this opportunity to lend their expertise to our longtime partner, SeriousFun, while bringing the joy of play to the children and families during these very special Family Weekends."

SeriousFun camps conduct weekend programs for families throughout the fall, winter and spring. These special weekends offer campers who have been to summer camp the chance to reunite and introduce other families to camp, helping them feel comfortable sending their child away for a week. The experience enables families to bond and offers them a respite from the daily challenges that accompany illness, helping to foster connections with other camp families.

#### **About SeriousFun Children's Network**

SeriousFun Children's Network is a growing global community of 30 camps and programs serving children with serious illnesses and their families, always free of charge. Founded by Paul Newman in 1988, SeriousFun has served more than 440,000 children and families from more than 50 countries. Each member camp is an independent, not-for-profit organization dependent upon private funding to serve all children at no cost to their families. A Support Center raises funds and provides central standards and services for all SeriousFun camps and programs. To learn more about SeriousFun, visit [www.seriousfunnetwork.org](http://www.seriousfunnetwork.org).

#### **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 170 markets 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 in the Civic 50 as one of the "Most Community Minded Companies" by Bloomberg News and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at [www.hasbro.com](http://www.hasbro.com).

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