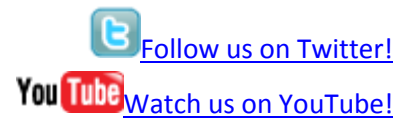




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## **The Collette Foundation and Hasbro Children’s Fund partner to provide funding for pre-school transportation to orphans in Kenya**

*The wheels on the bus go round and round transporting students and staff of Tenderfeet Education Center.*

**Pawtucket, Rhode Island (April 4, 2011)** Collette Vacations and Hasbro, Inc. (NASDAQ:HAS) today announced that together they have brought a brand new school bus to impoverished children living in Kenya. The two Pawtucket, RI based companies each made grants through their philanthropic arms, the Collette Foundation and the Hasbro Children’s Fund, to purchase a bus that will provide transportation for the students and staff of the Tenderfeet Education Center in Kenya.

“It was gratifying to see this dream of Tenderfeet fulfilled by two established Pawtucket companies working together half way around the world to bring something as basic as school transportation to some of the poorest children of Kenya,” said Dan Sullivan, Jr., Collette Vacations’ president and CEO. “Both Hasbro and Collette do many things to support initiatives on a local level, but this was the first time the two companies were able to collaborate on an international level – and, for Collette, in a country that we bring our travelers to.”

The Tenderfeet Education Center, located in Riruta, Kenya, has a mission to bring orphaned and disadvantaged children the three things they need to prepare for a better life – food, education and hope. Until now, children needed to ride for miles in an old, unreliable van to reach Tenderfeet. The van was small and could not accommodate enough children, thus preventing many from having the chance to get an education. This new school bus will not only help to give

access to more children, but also allow them to go on field trips and other school related outings that would have otherwise been challenging or even impossible.

Hasbro, Inc.'s support came from Project Zambé, a special fund created through the sales of ZAMBI THE BABY ELEPHANT to assist programs working with AIDS orphans in Africa. "Project Zambé was designed to help programs like Tenderfeet. We know this bus will help provide hope to the many kids who might not have otherwise been able to travel each day to Tenderfeet for an education," said Karen Davis, vice president of community relations, Hasbro, Inc. "It's a privilege to be able to work with a neighbor here in Pawtucket like Collette Vacations to make such a difference for children both in Rhode Island and across the globe."

Tenderfeet Education Center was founded in 2000 by Margaret Nyabuto. Just three short years ago, her dream of building a foundation for a better life for the children here, many of who are afflicted with AIDS, was realized with the [building of a school](#) funded by The Collette Foundation and a team of Collette employees working to make it all happen.

"It is wonderful to see how far Tenderfeet has come in a few short years. From the dangerous shipping container in Kibera to their new school building, now complete with transportation," said Allison Villasenor, project manager for the Collette Foundation. "It is a true testament to Mama Margaret and her diligence and resolve!"

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*[Collette Vacations](#) is a family-owned business headquartered in Pawtucket, Rhode Island, and enjoys the distinction of being the oldest tour operator in the United States. For 91 years, our team of travel enthusiasts has fulfilled millions of vacation dreams. We offer over 150 programs to desired destinations on all 7 continents. Travelers can choose from small group tours, educational travel, train journeys, river cruises and vacations that feature a Collette Foundation site visit. And, with knowledgeable, professional tour managers and an industry-leading cancellation waiver, Collette Vacations makes seeing the world simple and hassle-free.*

*The [Collette Foundation](#) is a certified 501c3 non-operating foundation that connects Collette's employees, partners, travelers and global communities in a shared mission to improve the quality of life for children in the worldwide destinations which Collette explores. Since its inception in 2007, new project sites are continuously added and each is managed by employee volunteers. With Tibet, India, Brazil, Canada, New England, Mexico, Peru, South Africa and*

*Ireland among the existing project sites, the Foundation spreads its promise to help children by impacting the communities in which they reside – one project...and one child at a time.*

***[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, video games and a comprehensive licensing program, Hasbro strives to delight its customers through the strategic leveraging of 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 Hub, Hasbro's multi-platform joint venture with Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) launched on October 10, 2010. The online home of The Hub is [www.hubworld.com](http://www.hubworld.com). The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved. Hasbro's philanthropic work strives to bring "the sparkle of Hope, the joy of Play and the power of Service" into the lives of the children who need it most through the Hasbro Children's Fund and other initiatives aimed to help children worldwide. Come see how we inspire play through our brands at <http://www.hasbro.com> . © 2011 Hasbro, Inc. All Rights Reserved.*