



## **Save the Children Receives \$25,000 from Hasbro, Inc. to Support the Long Term Recovery of Affected Families in Japan**

*May 23, 2010* - Save the Children announced today it has received a \$25,000 donation from the Hasbro Children's Fund, the philanthropic arm of Hasbro, Inc. (NASDAQ: HAS), to help assist with the ongoing challenges confronting children and families in Japan as they recover from the earthquake and tsunami that struck on March 11, 2011.

"The recovery process in Japan is far from over, and we've committed to a five-year effort to help address the challenges children and their families will face," said Charles MacCormack, president and CEO of Save the Children. "Hasbro's longstanding dedication to helping children in need worldwide speaks for itself and we're grateful for this generous donation to help us to carry out our vital work."

"Millions of children and families were affected by the devastating earthquake and tsunami, including those of our own Japanese employees," said Brian Goldner, president and CEO of Hasbro, Inc. "We hope these funds will help Save the Children bring relief to those recovering from this traumatic experience."

Save the Children has worked in Japan for 25 years, and was quick to launch relief in the very first hours following the disaster. It has provided relief supplies, addressed the psychosocial and protection needs of children, and provided over 5,500 children with "back-to-school" backpacks. It also has helped schools in the affected region to re-open.

Hasbro has a long history of giving back and its support through the Hasbro Children's Fund includes assistance to children affected by disasters, especially in communities across the globe where its employees live. Hasbro has offices in more than 35 countries worldwide, including Tokyo, Japan. With over \$24 million in product and financial support provided in 2010 to charitable organizations worldwide, 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.

### **About Save the Children**

Save the Children is the world's leading independent organization for children. Our vision is a world in which every child attains the right to survival, protection, development and participation. Our mission is to inspire breakthroughs in the way the world treats children, and to achieve immediate and lasting change in their lives.

Save the Children serves impoverished, marginalized and vulnerable children and families in over 120 nations. Our programs reach both children and those working to save and improve their lives, including parents, caregivers, community members and members of our partner organizations. We help save children's lives, protect them from exploitation and help them access education and health care.

Through disaster risk reduction, emergency preparedness, rapid humanitarian relief and long-term recovery programs, Save the Children also annually assists millions of girls and boys at risk of or affected by natural disasters, conflicts and ethnic violence

### **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, 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.