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FOR IMMEDIATE RELEASE

HASBRO HELPS CHILDREN OF FALLEN MILITARY HEAL THROUGH PLAY AT THE TAPS NATIONAL MILITARY SURVIVOR GOOD GRIEF CAMP

\$125,000 grant and over 1,000 toys help a record number of children participate this year

WASHINGTON, D.C. (May 26, 2011) – The Tragedy Assistance Program for Survivors (TAPS) today announced that a \$125,000 grant from the Hasbro Children’s Fund will help a record-breaking number of families left behind by our nation’s fallen military heroes at this year’s TAPS National Military Survivor Good Grief Camp over Memorial Day weekend. The generous support of Hasbro, Inc. has helped TAPS expand and help more children this year, as the camp will be able to support nearly 500 children along with 800 adult survivors. In addition to the \$125,000 grant, Hasbro has also provided TAPS with more than 1,000 toys and games, including hundreds of cans of PLAY-DOH which will be used for therapeutic purposes.

“The loss of a parent or a loved one is a devastating experience for children of any age. TAPS has a wonderfully unique program to help children of fallen military handle the grieving process and look toward the future with a sense of hope,” said Karen Davis, vice president of Community Relations at Hasbro, Inc. “For many years now, we have helped TAPS integrate play into their programs with donations of toys like PLAY-DOH and now we’re happy to extend our partnership to help them give more kids an opportunity to attend the National Good Grief Camp and heal.”

The Good Grief Camp Fun Bash will also be given a Hasbro makeover and held this year at the D.C. Armory for the children featuring many Hasbro themed activities. The company has donated an interactive Nerf football game, in addition to many other activities to help children spend time with their Good Grief Camp mentors and do icebreaking activities, such as *Mr. Potato Head* and *Twister*.

TAPS attendees will go through hundreds of PLAY-DOH cans over Memorial Day Weekend, on top of the thousands of cans it uses for its 20 regional survivor seminars and Good Grief Camps held nationwide throughout the year. Younger children can smash feelings of sadness, anger or guilt about the death with the PLAY-DOH compound. Older teens write down negative thoughts or ideas and then press PLAY-DOH into them, pounding it on the paper to cover the words. Thankfully, every PLAY-DOH can is donated by Hasbro to assist TAPS in their effort to help the families of America’s fallen heroes find hope.

“We are very grateful for the commitment and support Hasbro has made to help the military children and families who lost a loved one,” said Bonnie Carroll, TAPS founder and chairman. “Together with Hasbro, we will be able to open the National Good Grief Camp to even more children, giving them a chance to grieve their loss in a way that is meaningful and offers a sense of hope.”

In two years, the number of survivors coming to the annual event has more than doubled, with 1,300 survivors attending this year. Add the additional speakers, volunteers and a small support staff from TAPS comprised of military survivors and bereavement professionals, and a record-breaking 2,100 people will participate in the four-day event.

MEDIA AVAILABILITY – ALL MEDIA MUST RSVP

Friday, May 27, 2:00pm-5:00pm – Good Grief Camp

Children and teens at the TAPS Good Grief Camp use PLAY-DOH as part of their activities learning coping skills for dealing with feelings about grief and loss.

Saturday, May 28, 6:00pm-9:00pm – Good Grief Camp Fun Bash

Good Grief Camp Fun Bash featuring interactive NERF game, PLAY-DOH and toys from Hasbro. Lots of noisy and interactive fun with mentors and new friends! D.C. National Guard Armory, 2001 East Capitol Street Southeast. All media attendance must be coordinated with the D.C. National Guard Armory.

Sunday, May 29, 11:30am-5:00pm – Good Grief Camp

Children and teens at the TAPS Good Grief Camp use PLAY-DOH products as part of their activities learning, coping skills for dealing with feelings about grief and loss.

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For full schedule of media availability and activities during the 17th Annual TAPS National Military Survivor Seminar & Good Grief Camp, please go to www.taps.org, News/Media, Press Releases.

About TAPS

TAPS is the national organization providing compassionate care for the families of America's fallen military heroes. TAPS provides peer-based emotional support, grief and trauma resources, seminars, case work assistance, and a 24/7 resource and information helpline for all who have been affected by a death in the Armed Forces. Services are provided free of charge. TAPS was founded in 1994 by surviving military families following the deaths of their loved ones in a military plane crash. TAPS has offered comfort and care to more than 30,000 military survivors. For more information go to www.taps.org or call the toll-free resource and information helpline at 800.959.TAPS.

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. 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.

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Caring for the families of America's fallen heroes since 1994.