



Media Advisory
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Team Hasbro Treats YWCA to an Extreme Makeover

Fifty people, Eight hours, and a Halloween-sized Treat

HOLYOKE, Mass. (October 27, 2006) – The Holyoke YWCA Teen Transitional Living Program is the setting for an extreme makeover this Halloween season, with 50 members of Team Hasbro, Hasbro, Inc.'s employee volunteer program, dedicating 500 hours to renovate the Quirk Avenue facility

Team Hasbro enables Hasbro employees to give their time and energy to community programs. Hasbro employees are eligible for paid time away from work to conduct child-focused volunteer activities. The 50 volunteers at the Holyoke YWCA are from Hasbro Games in East Longmeadow, Mass.

What the makeover includes:

- Painting most of the common areas of the home (i.e. hallways, entryway, dining and living rooms, group room, etc.)
- Preparing dinner for the mothers and their children and providing frozen foods for future meals
- Overhauling the children's play area
- Providing furniture and decorative items for various areas

About the YWCA of Western Massachusetts

The YWCA of Western Massachusetts was founded in Springfield in 1868. Early records show that Milton Bradley was one of the donors as the organization established both Springfield's first playground and kindergarten. Now, a regional, tax exempt, not-for-profit, the YWCA continues its tradition of innovation and responsible programming responding to the most critical needs of women and children. In 2006, the YWCA has an operating budget of \$6 million and employs 120 at six locations, including the communities of Springfield, Holyoke, Westfield, Northampton and Huntington. The YWCA is the region's largest provider of services to young parents and victims of domestic violence. This YWCA joins with YWCA's throughout the United States in sharing a common mission of "eliminating racism and empowering women."

About the Teen Transitional Living Program

Teen Transitional Living Program: In 1995, the Commonwealth of Massachusetts approached the YWCA of Western Massachusetts to design a residential program for teen parents who would be affected by welfare reform regulations. In response, the YWCA developed two teen transitional living programs (TTLP): one in Springfield and one in Holyoke. The Holyoke Program would additionally focus on teen mothers who were from violent homes or relationships. This program pioneered new concepts and validated long held suspicions about parenting adolescent girls. The Holyoke-based program serves up to 16 teen parents and 28 children.

About Hasbro, Inc.

Hasbro, Inc. (NYSE:HAS) is a worldwide leader in children's and family leisure time entertainment products and services, including the design, manufacture and marketing of games and toys ranging from traditional to high-tech. Both internationally and in the U.S., its PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, TIGER, and WIZARDS OF THE COAST brands and products provide the highest quality and most recognizable play experiences in the world. Hasbro's philanthropic efforts reflect this mission by providing gifts of "hope, play, and a helping hand" through the Hasbro Children's Fund and other initiatives aimed to help children worldwide.

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