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HASBRO, INC. HELPS LOS ANGELES-BASED ORGANIZATION EVERYONE DESERVES A ROOF (EDAR) FIGHT HOMELESSNESS

LOS ANGELES – (August 31, 2011)– Everyone Deserves a Roof (EDAR), a 501(c)(3) nonprofit organization that provides unique mobile shelters to the homeless, announced today that it is able to provide 15 additional EDAR units to families seeking shelter and assistance in the Los Angeles area thanks to a grant from the Hasbro Children’s Fund, the philanthropic arm of [Hasbro, Inc.](http://www.hasbro.com) (NASDAQ: HAS). An EDAR unit is a unique, four-wheeled mobile shelter unit based on a cart design that provides security for belongings, privacy and protection from the elements.

Each year, more than three million people across the United States, half of whom are children, experience homelessness. It was this staggering fact that inspired media executive, film producer and philanthropist Peter Samuelson to found EDAR.

“With homeless shelters nationwide overcrowded and unable to meet the needs of the overwhelmingly large homeless population, we had to literally ‘think outside their box’ and come up with something different. The support of companies like Hasbro allows us to put more EDAR units into the hands of those who need them most,” said Samuelson. “Hasbro is a company with a clear commitment to helping children in need and we are extremely grateful for their support of EDAR to help families living in Los Angeles without a home.”

EDAR has developed a unique approach of partnering with a network of philanthropic, governmental and homeless advocacy organizations to assist in the distribution of EDAR units. It allows the agencies working directly with the homeless population to identify EDAR clients, develop relationships with them and provide EDAR users with additional resources, including a path to more permanent shelter, food, clothing and social services. To date, EDAR has distributed more than 220 mobile shelter units in the greater Los Angeles area and is testing units in Phoenix, Arizona, Denver, Colorado and Camden, New Jersey.

“Hasbro is proud to support EDAR’s work in Los Angeles, and it is our hope that this innovative program continues to provide families with that crucial ‘first step’ towards entering a shelter system,” said Karen Davis, vice president of Community Relations for Hasbro, Inc. “These mobile units can be immediate solutions for families and children in crisis while they work to secure more permanent housing solutions with the agencies supporting them.”

Hasbro has a long history of giving back and its support through the Hasbro Children’s Fund includes assistance to programs that provide stability for children facing crises such as homelessness, especially in communities where its employees live. Hasbro has offices in more than 35 countries worldwide and five across the United States, including Los Angeles, California. 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 Everyone Deserves a Roof

EDAR's mission is to provide short-term, immediate shelter to homeless individuals and families. EDAR distributes mobile shelter units through a network of partnerships in order to reduce the number of individuals sleeping in the open and to support their dignity and hope.

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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