

## HASBRO, INC. JOINS KIDS FOR PEACE AS PRESENTING SPONSOR FOR THE GREAT KINDNESS CHALLENGE

**SAN DIEGO, Calif.** (August 3<sup>rd</sup>, 2009) – Kids for Peace announced today that Hasbro, Inc. has joined as the presenting sponsor of The Great Kindness Challenge. With a long and proud tradition of supporting children worldwide through a variety of philanthropic programs, Hasbro aims to bring the same joy into the lives of children that Kids for Peace works to spread through its chapters and communities across the globe.

"We couldn't be more thrilled to welcome Hasbro as a presenting sponsor," said Jill McManigal, Kids for Peace executive director and co-founder. "Hasbro is an incredibly generous, kid-friendly and benevolent company, and its support will make a huge difference in children's lives all around the world."

On Saturday, August 8th, children everywhere are encouraged to join the second annual Great Kindness Challenge by accomplishing simple, kind deeds, such as giving compliments, picking up trash and making thank-you cards for community members. Hasbro's support will bring Kids for Peace closer than ever before to reaching its goal of **one million children participating** in this year's initiative.

"What a beautiful message to send to young children, that they have the ability to foster peace through kindness and understanding" said Karen Davis, vice president of community relations, Hasbro, Inc.. "We are pleased to support Kids for Peace and the Great Kindness Challenge and encourage children of all ages to perform an act of kindness on August 8.

Additionally, Hasbro is encouraging all employees in each of its US operating facilities to challenge their own children to participate in "The Great Kindness Challenge." Their acts of kindness will be showcased in each of the company's offices.

Children and parents can learn more about The Great Kindness Challenge by visiting [www.greatkindnesschallenge.org](http://www.greatkindnesschallenge.org). The Great Kindness Challenge is also included as a volunteer opportunity on the United We Serve website ([www.serve.org](http://www.serve.org)) founded by President Obama.

The Great Kindness Challenge is presented by Kids for Peace, an international, nonprofit organization dedicated to uplifting our world through love and action. Through cross-cultural experiences and hands-on arts, service and environmental projects, Kids for Peace strives to cultivate every child's ability to foster peace. Based in San Diego, Kids for Peace has over 50 registered chapters across the world.

### About Hasbro

Hasbro, Inc. (NYSE:HAS) is a worldwide leader in children's and family leisure time products and services with a rich portfolio of brands and entertainment properties that provides some of the highest quality and most recognizable play and recreational experiences in the world. As a brand-driven, consumer-focused global company, Hasbro brings to market a range of toys, games and licensed products, from traditional to high-tech and digital, under such powerful brand names as TRANSFORMERS, PLAYSKOOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, CRANIUM and WIZARDS OF THE COAST. 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. Come see how we inspire play through our brands at <http://www.hasbro.com>. (C) 2009 Hasbro, Inc. All Rights Reserved

#### About Kids for Peace

Kids for Peace is an international, nonprofit organization based in San Diego, Calif., dedicated to uplifting our world through love and action. With cross-cultural experiences and hands-on arts, service and environmental projects, Kids for Peace strives to cultivate every child's innate ability to foster peace. For more information, visit [www.kidsforpeaceusa.org](http://www.kidsforpeaceusa.org).

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