



Kids Have Spoken! Hasbro Introduces First Kid-Sourced THE GAME OF LIFE Game with New Career Choices

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Survey of Kids Inspires Updated Career Cards, Video Game Designer Selected as Kids' Top Dream Job

PAWTUCKET, R.I.--(BUSINESS WIRE)-- It's a whole new THE GAME OF LIFE game when kids are in control! [Hasbro, Inc.](#) (NASDAQ:HAS) surveyed U.S. children ages 8-12 about what they want to be when they grow up and have updated THE GAME OF LIFE game to include new career options based on kids' feedback. Kids were asked about the "modern" and "traditional" jobs that they would like to have and their top picks will be featured as Career Cards in the newest version of THE GAME OF LIFE game, from Hasbro Gaming in stores now. The careers are: Singer, Secret Agent, Veterinarian, Teacher, Doctor, Professional Athlete, Scientist, Fashion Designer, Lawyer, Inventor, Chef, Race Car Driver, Dancer, Police Officer, Firefighter and the top pick, Video Game Designer.

"For more than fifty years, THE GAME OF LIFE game has encouraged kids to dream about what life would be like as a grown up, including what job they'll have," said Jonathan Berkowitz, vice president of marketing for Hasbro Gaming. "The survey generated a lot of great insights about what kids think about their futures and we're excited to introduce a new THE GAME OF LIFE experience that reflects what kids' career aspirations are today."

In addition to shaping the new THE GAME OF LIFE Career Cards, the survey responses also revealed that kids' adult ambitions go far beyond the business card. For example, when asked what it means to be an adult, the most popular responses included not having a bedtime, having a job and not having to go to school. The survey also showed that while more "modern" jobs like video game designer are popular with kids, more "traditional" occupations that have been included in THE GAME OF LIFE game since its inception in 1960 like teacher and veterinarian are still among the top future career choices for kids.

Kids in the U.S. also had high expectations about what their future salary should be and said they thought a good annual salary would be \$249,319. And these kids would be even more generous with their parents' pay. On average, kids in the U.S. think their parents should be paid \$437,184 just for the job of being their parent. The average U.S. household income is \$39,531 at the time of this survey¹.

Inspired by the word 'LIFE' contained in The Milton Bradley Company's 1860 game "The Checkered Game of Life," inventor Reuben Klamer developed THE GAME OF LIFE game in 1960 which since has become one of the most popular and iconic games around the world. The original THE GAME OF LIFE Careers from 1960 included Doctor, Journalist, Teacher, Lawyer and Physicist.

Available for ages 8 and up, THE GAME OF LIFE game has an approximate retail price of \$19.99 and is available for purchase at most major retailers nationwide and at [HasbroToyShop.com](#).

For more information on THE GAME OF LIFE survey, a fact sheet is available upon request or download THE GAME OF LIFE infographic.

About the Hasbro and Wakefield Research Dream Job Survey

In Spring 2014, Hasbro conducted an online survey in partnership with Wakefield Research of 400 children (administered via parents) ages 8-12 in each of the following countries: the United States, the United Kingdom, Germany, France, Mexico, South Korea, and Australia. The survey questioned children about career-related goals including what they want to be when they grow up, their favorite traditional job and favorite modern job, what it means to be a grown up, and preferred salary.

About Hasbro

[Hasbro](#) (NASDAQ: HAS) is a global company committed to Creating the World's Best Play Experiences, by leveraging its beloved brands, including LITTLEST PET SHOP, MAGIC: THE GATHERING, MONOPOLY, MY LITTLE PONY, NERF, PLAY-DOH, TRANSFORMERS, and premier partner brands. From toys and games, television programming, motion pictures, digital gaming and a comprehensive lifestyle licensing program, Hasbro fulfills the fundamental need for play and connection for children and families around the world. The Company's Hasbro Studios creates entertainment brand-driven storytelling across mediums, including television, film and more. Through the company's commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world and to positively impact the lives of millions of children and families every year. Learn more at [www.hasbro.com](#) and follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)).

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¹ This data comes from the Organization for the Economic Cooperation and Development (OECD): <http://www.oecdbetterlifeindex.org/countries/united-states/>



Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20150423005004/en/>

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