



## Hasbro Announces Dates for 2019 HASCON Event

October 30, 2017

### ***Second-Ever HASCON FANmily Event Scheduled for Sept. 6 - 8, 2019 in Providence, R.I.***

PAWTUCKET, R.I.--(BUSINESS WIRE)--Oct. 30, 2017-- [Hasbro, Inc.](http://www.businesswire.com/news/home/20171030005816/en/) (NASDAQ:HAS) today announced that it will host its second-ever HASCON event Sept. 6 - 8, 2019, in Providence, R.I. at the Rhode Island Convention Center and Dunkin' Donuts Center.

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20171030005816/en/>



HASCON 2017 (Photo: Business Wire)

The event featured three days of hands-on brand experiences, meet-and-greets, sneak peeks, concerts, exclusive reveals, star-studded panels and fan-centric surprises.

"We couldn't be happier with the feedback we've received from our inaugural HASCON event," said John Frascotti, president, Hasbro, Inc. "We're looking forward to once again delivering immersive entertainment experiences around our brands for fans and families in 2019."

The 2017 event featured dozens of meet-and-greet opportunities with celebrities, athletes and influencers, including Mark Wahlberg, Stan Lee, David Ortiz, James White, Dude Perfect, Maddie Ziegler, James Gunn, Zach King, Peter Cullen, Frank Welker, and Isabela Moner, among others. Concerts by Flo Rida and Daya were included with the purchase of a general admission HASCON ticket. Guests were also invited to audition for a Hasbro video, and to select a toy or game to donate to the Marine Toys for Tots for children impacted by recent hurricanes.

More details about the 2019 HASCON event, including information about ticket packages, will be posted on <http://hascon.hasbro.com>.

### **About Hasbro**

[Hasbro](http://www.hasbro.com) (NASDAQ: HAS) is a global play and entertainment company committed to *Creating the World's Best Play Experiences*. From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, LITTLEST PET SHOP and MAGIC: THE GATHERING, as well as premier partner brands. The Company's Hasbro Studios and its film label, Allspark Pictures, are building its brands globally through great storytelling and content on all screens. Through its commitment to corporate social responsibility and philanthropy, Hasbro is helping to make the world a better place for children and their families. Hasbro ranked No. 1 on the 2017 100 Best Corporate Citizens list by *CR Magazine*, and has been named one of the World's Most Ethical Companies<sup>®</sup> by *Ethisphere Institute* for the past six years. Learn more at [www.hasbro.com](http://www.hasbro.com), and follow us on Twitter ([@Hasbro](https://twitter.com/Hasbro) & [@HasbroNews](https://twitter.com/HasbroNews)) and Instagram ([@Hasbro](https://www.instagram.com/hasbro)).

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