

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): **May 19, 2011**

Hasbro, Inc.

(Exact name of registrant as specified in its charter)

Rhode Island (State or other jurisdiction of incorporation)	1-6682 (Commission File Number)	05-0155090 (IRS Employer Identification No.)
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1027 Newport Ave., Pawtucket, Rhode Island (Address of principal executive offices)	02862 (Zip Code)
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Registrant's telephone number, including area code: **(401) 431-8697**

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 8.01 Other Events.

On May 19, 2011, the Company's Board of Directors authorized the repurchase of up to an additional \$500 million in aggregate principal amount of the Company's common stock, par value \$.50 per share ("Common Stock"). The authorization is in addition to the amount remaining under the prior share repurchase authorization of \$625 million in April 2010. These shares may be purchased in the open market or through privately negotiated transactions. The Company has no obligation to repurchase shares under the authorization, and the timing, actual number and value of shares which are repurchased will depend on a number of factors, including the price of the Company's Common Stock. The Company may suspend or discontinue its repurchase program at any time.

On May 19, 2011, the Company also announced its Board of Directors has declared a quarterly cash dividend of \$0.30 per share of Common Stock. The dividend will be payable on August 15, 2011 to shareholders of record at the close of business on August 1, 2011.

The press release announcing the additional share repurchase authorization and the quarterly cash dividend is attached hereto as Exhibit 99.1.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

99.1 Hasbro, Inc. Press Release, dated May 19, 2011.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

HASBRO, INC.

By: /s/ Deborah Thomas
Name: Deborah Thomas
Title: Senior Vice President and Chief Financial
Officer
(Duly Authorized Officer and Principal
Financial Officer)

Date: May 19, 2011

EXHIBIT INDEX

Exhibit No.	Description
99.1	Hasbro, Inc. Press Release, dated May 19, 2011.

For Immediate Release

Contact:

May 19, 2011

Debbie Hancock (*Investor Relations*)

401-727-5401

Wayne S. Charness (*News Media*)

401-727-5983

**HASBRO ANNOUNCES ADDITIONAL \$500 MILLION SHARE
REPURCHASE AUTHORIZATION & QUARTERLY CASH DIVIDEND ON
COMMON SHARES**

Pawtucket, R.I. (May 19, 2011) -- Hasbro, Inc. (NASDAQ: HAS) announced that its Board of Directors has authorized the Company to repurchase an additional \$500 million of its common stock. As of Wednesday, May 18, 2011, \$21.4 million remained available in the Company's prior share repurchase authorization.

Also, the Company announced that its Board of Directors has declared a quarterly cash dividend of \$0.30 per common share. The dividend will be payable on August 15, 2011 to shareholders of record at the close of business on August 1, 2011.

"The additional \$500 million share repurchase authorization, coupled with our recently announced 20% increase in our quarterly dividend, underscores the steadfast commitment of Hasbro's Board of Directors and management to return cash to our shareholders, while also investing in the long-term growth of our business," said Deborah Thomas, Chief Financial Officer.

Since the inception of its buyback program in June 2005, the Company has repurchased 79.4 million shares at a total cost of \$2.3 billion and an average price of \$29.01 per share.

Repurchases of the Company's common stock may be made from time to time, subject to market conditions. These shares may be purchased in the open market or through privately negotiated transactions. Hasbro has no obligation to repurchase shares under the authorization, and the timing, actual number and value of shares which are repurchased will depend on a number of factors, including the price of the Company's common stock. The Company may suspend or discontinue the repurchase program at any time.

About Hasbro

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. © 2011 Hasbro, Inc. All Rights Reserved.