

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): July 1, 2010

HASBRO, INC.

(Exact name of registrant as specified in its charter)

RHODE ISLAND

(State of
Incorporation)

1-6682

(Commission
File Number)

05-0155090

(IRS Employer
Identification No.)

1027 NEWPORT AVE., PAWTUCKET, RHODE ISLAND

(Address of Principal Executive Offices)

02862

(Zip Code)

(401) 431-8697

(Registrant's telephone number, including area code)

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 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

Hasbro, Inc. (the "Company") issued a press release announcing that Lisa Gersh, President of Strategic Initiatives at NBC News, has been appointed to the Company's Board of Directors (the "Board") effective July 1, 2010. Upon joining the Board, Ms. Gersh also became a member of both the Nominating, Governance and Social Responsibility Committee, and the Finance Committee, of the Board. A copy of the press release is filed as Exhibit 99.1 to this Current Report and is incorporated herein by reference.

In connection with her appointment to the Board, and as part of its compensation program for non-employee directors, the Company is granting to Ms. Gersh such number of shares of the Company's common stock, par value \$.50 per share, as is equal to \$120,000 divided by the average of the high and low sales prices of the Company's common stock on July 1, 2010. Ms. Gersh will also receive the other elements of the Company's compensation program for non-employee directors, including an annual cash retainer of \$80,000. In addition, Ms. Gersh will become party with the Company to the Company's form of Director Indemnification Agreement, which has been filed as Exhibit 10(jj) to the Company's Annual Report on Form 10-K for the fiscal year ended December 30, 2007.

Item 9.01 Financial Statements and Exhibits

(d) Exhibits

99.1 Press Release, dated July 1, 2010.

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.

(Registrant)

Date: July 2, 2010

By: /s/ Deborah Thomas

Deborah Thomas
Senior Vice President and
Chief Financial Officer
(Duly Authorized Officer)

HASBRO, INC.
Current Report on Form 8-K
Dated July 2, 2010

Exhibit Index

Exhibit No.

Exhibit

99.1 Press Release, dated July 1, 2010.

HASBRO ELECTS LISA GERSH TO ITS BOARD OF DIRECTORS

PAWTUCKET, R.I., July 1st, 2010 – Hasbro, Inc. (NYSE: HAS) announced today that Lisa Gersh, President, Strategic Initiatives at NBC News, has been elected to the Company's Board of Directors effective July 1st, 2010.

"Lisa Gersh is highly accomplished within the media and entertainment industry. Through her expertise in launching new TV Channels and building partnerships, I am confident that she will prove to be a valuable member of our Board," said Al Verrecchia, Hasbro's Chairman. "Her appointment comes at a very exciting time for us as we continue to develop as a global branded play company and deliver new immersive brand experiences to consumers around the world. We are very pleased to welcome Lisa."

As President of Strategic Initiatives at NBC News since 2009, Gersh has direct responsibility for NBC News' growth initiatives, including the weather channel companies, and for promoting the global interest of NBC News. Gersh joined NBCU in November of 2007 after the company acquired Oxygen Media, a company which she co-founded and served as its President and Chief Operating Officer. Since joining NBCU, Gersh was instrumental in the multi-billion dollar acquisition of The Weather Channel Companies and served as interim CEO during its transition.

As Oxygen's President and COO, Gersh led the day-to-day operations of the company. Prior to joining Oxygen, Gersh worked for the New York law firm Friedman Kaplan & Seiler LLP, which she co-founded and served as a partner from 1986 to 1998. She began her career as an attorney with Debevoise & Plimpton.

Gersh was admitted to the New York State Bar Association in 1984. She earned her J.D. from Rutgers Law School and graduated Phi Beta Kappa with a B.A. in Political Science and economics from the State University of New York Binghamton.

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, PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, CRANIUM and WIZARDS OF THE COAST. Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2010 Hasbro, Inc. All Rights Reserved.

SOURCE: Hasbro, Inc.

Hasbro, Inc.

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