

**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): **August 1, 2013**

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.)

**1027 Newport Ave., Pawtucket, Rhode
Island**

(Address of principal executive offices)

02862

(Zip Code)

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))
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Item 8.01 Other Events.

On August 1, 2013, the Board of Directors of Hasbro, Inc. (the "Company") 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 share repurchase previously authorized in May 2011. 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 August 1, 2013, the Company also announced that its Board of Directors has declared a quarterly cash dividend of \$0.40 per share of Common Stock. The dividend will be payable on November 15, 2013 to shareholders of record at the close of business on November 1, 2013.

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 August 1, 2013.

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: Executive Vice President and Chief Financial Officer
(Duly Authorized Officer and Principal Financial Officer)

Date: August 1, 2013

EXHIBIT INDEX

Exhibit No.	Description
99.1	Hasbro, Inc. Press Release, dated August 1, 2013.

For Immediate Release
August 1, 2013

Contacts: 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, RI (August 1, 2013) -- [Hasbro, Inc.](#) (NASDAQ: HAS) today announced that its Board of Directors has authorized the Company to repurchase an additional \$500 million of its common stock. As of Wednesday, July 31, 2013, \$71.8 million remained available in the Company's prior share repurchase authorization.

Additionally, the Company's Board of Directors has declared a quarterly cash dividend of \$0.40 per common share. The dividend will be payable on November 15, 2013 to shareholders of record at the close of business on November 1, 2013.

"The additional \$500 million share repurchase authorization is consistent with our stated capital deployment priorities of strategically investing in our business and returning cash to our shareholders through the payment of our quarterly dividend and the repurchase of our shares," said Deborah Thomas, Hasbro's Chief Financial Officer. "The ability to fund these programs reflects our strong cash flow generation of \$632 million over the trailing twelve months and a solid balance sheet."

Since re-starting its buyback program in June 2005, the Company has repurchased 91.4 million shares at a total cost of \$2.8 billion and an average price of \$30.30 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 dedicated to fulfilling the fundamental need for play for children and families through the creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF and LITTLEST PET SHOP. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative play and entertainment experiences, in a variety of forms and formats, anytime and anywhere. The Company's Hasbro Studios develops and produces television programming for more than 170 markets around the world, and for the U.S. on Hub Network, part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK). Through the company's deep commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named one of the "World's Most Ethical Companies" and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at www.hasbro.com.

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