



FOR IMMEDIATE RELEASE

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**Emergency Family Assistance Association (EFAA) receives \$25,000
Hasbro Children’s Fund grant and 3,000 toys & games to expand its Children’s
Program**

*Local program will reach more at-risk children with interventions to address
destructive effects of homelessness, and provide life, school readiness.*

JANUARY 19, 2016, BOULDER, CO – Emergency Family Assistance Association (EFAA), a local nonprofit that provides safety-net services aimed at reducing family homelessness and poverty, announced it was awarded a \$25,000 grant from the Hasbro Children’s Fund, the grantmaking arm of Hasbro, Inc. (NASDAQ: HAS,) to help expand its Children’s Program. The expansion of the program will provide greater evidenced-based support to both children and their parents in its programs, primarily focusing on families in short-term housing. Activities will be focused on trauma management, socio-economic support, school readiness, communications and life skills, and parenting resources.

“We are delighted to work with the Hasbro Children’s Fund to make a positive impact in the lives and futures of local children in need,” said Julie Van Domelen, EFAA’s Executive Director. “Children exposed to homelessness and extreme poverty experience toxic stress and trauma. Research shows that these children are more likely to have a multitude of life-long negative consequences unless given adequate support as early as possible. Our belief is that we must leverage our services to the one third of local children living in poverty that we serve by intervening and supporting these families.”

Currently, fifty percent of Boulder County’s homeless population is families with children, up from 42% in 2014. There are at least 1,386 homeless school children registered in Boulder County schools. EFAA serves about 2,300 children annually through its programs.

“The high quality care and services provided by EFAA’s Children’s Program reflect our corporate purpose of making the world a better place for children and their families,” said Karen Davis, Hasbro’s Senior Vice

President of Global Philanthropy & Social Impact. “We are proud to help EFAA reach more at-risk children and families in the Boulder and Broomfield communities.”

The Hasbro Children's Fund is responsible for the majority of Hasbro's grantmaking, which focuses on supporting programs that provide hope to children in need; play for children who otherwise would not be able to experience that joy; and the empowerment of youth through service. In addition to strategic partnerships with nonprofit organizations that impact children on a global scale, the Hasbro Children's Fund also provides local community grants in locations where Hasbro has operating facilities in the US, including Boulder, CO where Backflip Studios is located. Hasbro owns a majority interest in mobile game developer, Backflip. Please visit www.Hasbro.com/giving to learn more about Hasbro's philanthropic programs, which help to make a difference for millions of children across the globe each year.

In addition to the financial grant, 3,000 toys and games were donated by Hasbro to EFAA for use in Children's Program activities and for holiday gifts for families receiving EFAA services.

The expansion of EFAA's Children's Program is a key part of EFAA's 2015-2109 Strategic Plan, targeted at creating conditions for income mobility for the next generation and a focus on a longer-term, whole-family approach that addresses issues that contribute to intergenerational poverty. The organization is currently seeking additional funding for its Children's Program expansion.

ABOUT EMERGENCY FAMILY ASSISTANCE ASSOCIATION

EFAA has been dedicated to helping residents of Boulder and Broomfield Counties meet their basic needs since 1918 and acts as a safety net for families, individuals, people with disabilities and seniors. EFAA operates 53 emergency and transitional shelter units, provides food, rent assistance, utilities assistance, furniture, and supports clients' efforts toward financial stability and self-sufficiency through long-term and short-term casework, education and advocacy. For more information please visit www.efaa.org or connect with EFAA Needs on Facebook and Twitter.

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 and TRANSFORMERS, and premier partner brands. From toys and games, television programming, motion pictures, digital gaming and lifestyle licensing, Hasbro fulfills the fundamental need for play and connection with children and families around the world. The Company's Hasbro Studios and its film label, ALLSPARK PICTURES, create entertainment brand-driven storytelling across mediums, including television, film, digital 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. Learn more at www.hasbro.com, and follow us on Twitter (@Hasbro & @HasbroNews) and Instagram (@Hasbro).

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