



FOR IMMEDIATE RELEASE

For more information, contact:
Charlotte Warren
Play-Doh PR Specialist
cwarren@playdoh.net
(407)-123-3344

Play-Doh Partners with McDonald's, Cold Stone Creamery and Walmart to Raise Funds for Special Olympics

NEW YORK, N.Y. (Nov. 1, 2011)—Play-Doh recently announced its partnership with McDonald's, Cold Stone Creamery and Walmart to raise money for the 2011-2012 Special Olympics.

In continuation of its latest campaign, Play-Doh will host a "Play-Doh Play Time Pavilion" tent at the 2011-2012 Special Olympics opener in New York City next month. The tent will allow competitors and supporters to relax in between games and interact using Play-Doh's newest items, proven to stimulate motor skills and creativity.

"At Play-Doh, our goal is to inspire children, so working with three partners that already exude the same mission reinforces that the sky is the limit for these great kids," said Brian Goldner, CEO of Hasbro. "The 'Play-Doh Play Time Pavilion' is our gift to them."

The "Play-Doh Play Time Pavilion" will give attendees the opportunity to play with unlimited tubs of Play-Doh and accessories, including its limited edition line of sports-themed products. Walmart Great Value brand refreshments and Cold Stone Creamery limited edition Play-Doh ice cream will be provided to participants.

In addition to the "Play-Doh Play Time Pavilion" tent, Walmart will sell Play-Doh's limited edition sports-themed line of products in select stores via eye-catching displays. McDonald's will include tubs of Play-Doh in Special Olympics themed Happy Meals. The boxes will feature pop out soccer nets and basketball hoops with soccer ball and basketball molds for consumers to play with. Proceeds of all Happy Meal, Cold Stone Creamery Play-Doh ice cream and Play-Doh's sports line purchases will go to the Special Olympics organization.

For more information on Special Olympics event dates and locations, or to learn where to purchase any of the products mentioned, visit www.Play-Doh.com/2011-2012SpecialOlympics.

About Play-Doh

Play-Doh is a wholly-owned subsidiary of Hasbro, a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings. Play-Doh is a non-toxic, non-irritating and non-allergenic modeling compound proven to stimulate motor skills and creativity among its users. For more information on Play-Doh products, visit www.hasbro.com/playdoh.

###