



## **FOR IMMEDIATE RELEASE**

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### **Play-Doh made Official Sponsor of the 2011-2012 Special Olympics at the 85<sup>th</sup> Annual Macy's Thanksgiving Day Parade**

**NEW YORK, N.Y. (Nov. 1, 2011)**—Play-Doh will join the iconic list of floats in the Macy's Thanksgiving Day Parade with a sports and Play-Doh themed float to kick off the company's official sponsorship of the Special Olympics.

To kick off the launch of its latest nationwide campaign, the Play-Doh float will follow the McDonald's display in the Thanksgiving Day procession. In addition, to symbolize Play-Doh's official sponsorship of the 2011-2012 Special Olympics, starting in New York City, it will also celebrate the brand's 55<sup>th</sup> birthday.

"We're thrilled to kick off our campaign at the most festive and inspirational day of the year," said Brian Goldner, president and CEO of Hasbro. "It's an honor to sponsor such an inspiring cause whose mission closely parallels ours at Play-Doh— to spark creativity, inspire dreams and mold minds."

The float will feature enlarged versions of colorful Play-Doh products and sports-themed memorabilia. Winners of the summer 2011-2012 Special Olympics, held in Greece, will accompany Hasbro's president to greet viewers from the float.

In continuation of its outreach efforts, Play-Doh will also be hosting a "Play-Doh Play Time Pavilion" tent at 2011-2012 Special Olympics events and partnering with corporate giants, McDonald's, Cold Stone Creamery and Walmart to raise funds for the cause. Play-Doh will also release a limited edition sports-themed line of products, of which proceeds from purchases will go to the Special Olympics.

For more information on Special Olympics event dates and locations, or to learn where to purchase Play-Doh's limited edition sports-themed products, visit [www.Play-Doh.com/2011-2012SpecialOlympics](http://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](http://www.hasbro.com/playdoh).

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