



## **FOR IMMEDIATE RELEASE**

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

### **Play-Doh Launches “Mold Your Future Sweepstakes”**

**LOS ANGELES, Calif. (Dec. 12, 2011)**—Play-Doh will launch its “Mold Your Future Sweepstakes” in correlation with its nationwide Fun Pack(ed) Tour throughout the month of January.

The Play-Doh Express, Play-Doh’s 18-wheeler truck, will embark on its cross-country trip, starting in Los Angeles, Calif. In promotion of the company’s “Mold Your Future Sweepstakes,” children ages 4 to 10 can enter to win a college scholarship to make their future goals more attainable.

“Here at Play-Doh, we understand that children are the future,” said Brian Goldner, CEO of Hasbro. “We created the ‘Mold Your Future Sweepstakes’ to help these children achieve their dreams, even when they outgrow their toys. This is just another example of how, with Play-Doh, children can be whatever they want to be.”

Consumers can enter the “Mold Your Future Sweepstakes” by posting a YouTube video on Play-Doh’s Facebook account explaining their Play-Doh creations. They must use Play-Doh to create an item that symbolizes what they want to be when they grow up. Winners will be selected based on Facebook “likes.”

The grand prize winner will receive a \$15,000 college scholarship and an expenses-paid trip to a stop on the Fun Pack(ed) Tour. The second runner up will receive a \$10,000 scholarship and the third, a \$5,000 scholarship. The top 25 runners up will receive Play-Doh prize packs.

Flights will be provided by the United Airlines Foundation. Complimentary hotel stays will be supplied by Hilton HHonors Giving Back program.

For more information on Play-Doh’s “Mold Your Future Sweepstakes” or to learn more about the Fun Pack(ed) Tour, visit [www.Play-Doh.com/PlayDohExpress](http://www.Play-Doh.com/PlayDohExpress).

#### **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).

###