



MEDIA ADVISORY

Play-Doh made Official Sponsor of the 2011-2012 Special Olympics at the 85th Annual Macy's Thanksgiving Day Parade

- WHAT:** Play-Doh announces its official partnership with the Special Olympics at the Macy's Thanksgiving Day Parade. To kick off the launch of its latest nationwide campaign, Play-Doh will construct a sports and Play-Doh themed float that will symbolize its support for the 2011-2012 Special Olympics, starting in New York City, and will celebrate the brand's 55th birthday. In continuation of its sponsorship efforts, Play-Doh will also be hosting its "Play-Doh Play Time Pavilion" tent at 2011 Special Olympic 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.
- PHOTO OPP:** 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, Brian Goldner, to greet viewers from the float.
- WHO:** Play-Doh and the Special Olympics
- WHEN:** Thursday, Nov. 24, 2011
9 a.m. to 12 p.m.
- WHERE:** The 85th Annual Macy's Thanksgiving Day Parade
New York City, N.Y.
- FOR MORE INFO:** 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.
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