

NEWS RELEASE

For Immediate Release
Tuesday, January 22, 2018

Contact:

Crystal Yamasaki
Phone: (808) 389-2890
crystalclearcomms@gmail.com



Special Olympics and Hasbro Celebrate 10 Inclusive Youth with BE FEARLESS BE KIND Awards

Kauai student Reign Palama honored with award recognizing her as a leader for inclusion of students with intellectual disabilities through participation in Special Olympics school club

HONOLULU – Ten outstanding youth across the United States were recognized as BE FEARLESS BE KIND Award winners by Special Olympics and global play and entertainment company, Hasbro, Inc. (NASDAQ: HAS). The award celebrates youth in [Special Olympics Unified Champion Schools](#) across the country who are leaders for inclusion of people with intellectual disabilities in their community and exemplify the qualities of compassion, empathy, and courage. Part of Hasbro's [BE FEARLESS BE KIND](#) philanthropic initiative, winners were selected for taking action in their schools to end discrimination of youth with intellectual disabilities and to help create a more inclusive school culture. Each of the youth received \$1,000 to support Special Olympics programming in their school.

The 10 winners are Jesse Custer, Deandre Miller and Seth Speck from Michigan, Matthew Gregory from North Carolina, Blade Hibbert from Wyoming, Anthony Lyles from South Carolina, Daniel Meyerson from Rhode Island, **Reign Palama from Hawaii**, Kennedy Sharpe from Maine and Addison Willcott from Kansas.

Reign is an 8th grader from Kauai who is very involved in Chiefess Kamakahelei Middle School's Unified Club through inclusive class activities, whole school unified events, fundraising events, and sporting events. She is a leader for inclusion in her school and has helped organize many Unified events and supported many of her classmates with intellectual disabilities. Reign's teacher said: "She would not say that her action of kindness, inclusion, acceptance, and respect are actions of courage. Being a middle school student, however, it takes courage to do something your peers are not doing, something that may not be 'cool'."

"The important qualities of kindness and empathy that Hasbro is celebrating through the BE FEARLESS BE KIND Awards are vital to creating schools and communities that are inclusive of people with all abilities. I commend these excellent youth who are true leaders in the fight to end discrimination against people with intellectual disabilities, they each represent the future of the Special Olympics movement and our vision of a Unified Generation" said Mary Davis, CEO, Special Olympics International.

BE FEARLESS BE KIND is Hasbro's signature philanthropic initiative designed to inspire and empower kids to have compassion, empathy, and courage to stand up for others and be inclusive throughout their lives. The core elements of BE FEARLESS BE KIND are dedicated to teaching empathy, putting empathy into action, and celebrating kind kids who serve as positive role models and change makers.

"As a company dedicated to making the world a better place for children and their families, Hasbro is passionate about helping young people develop empathy, create a more inclusive world, and make a difference," said Karen Davis, Hasbro's senior vice president of Global Philanthropy and Social Impact, and president of the Hasbro

--more--

Children's Fund. "These young leaders are proof that there is no age limit or special skillset required to be inclusive and we are proud to partner with Special Olympics in celebrating them as our BE FEARLESS BE KIND Award winners."

In addition to recognizing the 10 BE FEARLESS BE KIND Award winners, Hasbro is also supporting Special Olympics Unified Schools programming with grants to 11 programs in eight countries, helping to engage more than 6,000 youth with and without intellectual disabilities in 170 schools. Parents and teachers can find resources for teaching empathy and putting it into action through an [online hub](#). To learn more about Hasbro's BE FEARLESS BE KIND initiative, visit www.BEFEARLESSBEKIND.com, follow the company on Twitter ([@Hasbro](#)), and join the conversation online using #BeKind and #BFBK.

[Special Olympics offers programming in schools to end bullying and discrimination of youth with intellectual disabilities to shape a generation that welcomes everyone.](#) The Unified Champion Schools approach incorporates Special Olympics sports and related activities while enhancing the youth experience and empowering them to be change agents in their communities. This is achieved through three pillars: Unified Sports (uniting students with and without intellectual disabilities), inclusive youth leadership, and whole school engagement. This programming promotes social inclusion in schools to ensure special education and general education students are equitably engaged. Teachers and students are encouraged to collaborate and create supportive classrooms, activities and opportunities.

For more information on Special Olympics Hawai'i's please contact 808-695-3533 or visit www.sohawaii.org. Also, follow Special Olympics Hawai'i on Twitter at www.twitter.com/sohawaii, on Facebook at www.facebook.com/SpecialOlympicsHawaii, and on Instagram at www.instagram.com/sohawaii.

About Hasbro

[Hasbro](#) (NASDAQ: HAS) is a global play and entertainment company committed to *Creating the World's Best Play Experiences*. From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, LITTLEST PET SHOP and MAGIC: THE GATHERING, as well as premier partner brands. Through Hasbro Studios and its film labels, Allspark Pictures and Allspark Animation, the Company is building its brands globally through great storytelling and content on all screens. Hasbro is committed to making the world a better place for children and their families through corporate social responsibility and philanthropy. Hasbro ranked No. 1 on the 2017 100 Best Corporate Citizens list by *CR Magazine*, and has been named one of the World's Most Ethical Companies® by *Ethisphere Institute* for the past six years. Learn more at www.hasbro.com, and follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)) and Instagram ([@Hasbro](#)).

About Special Olympics Hawai'i

Special Olympics unleashes the human spirit through the transformative power and joy of sports every day in Hawai'i. Through work in sports, health education and community building, Special Olympics is addressing inactivity, injustice, intolerance and social isolation by encouraging and empowering people with intellectual disabilities which leads to a more welcoming and inclusive society.

Founded in 1968 by Eunice Kennedy Shriver, Special Olympics Hawai'i has grown from a handful of athletes to more than 4,700 participants across the state. With the support of more than 11,500 coaches and volunteers, Special Olympics is able to deliver 10 Olympic-type sports and more than 45 competitions throughout the year. There is never a fee for any athlete or family to participate in Special Olympics programs. For more information on Special Olympics Hawai'i, please visit www.sohawaii.org.

###