*Special to the Providence Journal*

**Hasbro Inc.**

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*Hasbro Inc boosting the economy with new jobs*

 PAWTUCKET, RI September 13 – Local Hasbro toy factory headquarter hires 284 new employees due to their latest expansion plan. They are expanding their headquarters to a new building in Providence Rhode Island. This building was formerly owned by Blue Cross and Blue Shield but will now be transformed into offices for about 284 new employees that will come aboard to the Hasbro Company. This new construction will help to move some of the responsibilities of sales and marketing that takes place in the Pawtucket office to Providence.

 This expansion is creating new jobs for those in the marketing, sales and innovation areas of the Hasbro company. The expansion will allow for better marketing of their current signature products and invention of the new latest toys that are being placed into the market. This expansion is going to boost the economy in Rhode Island because of all the new job opportunities that will be open within the next three years. The Providence Mayor, Angle Taveras was excited about the new plan for Hasbro to expand their head quarters from just Pawtucket Rhode Island to Providence Rhode Island. "We appreciate your confidence in our city," Taveras said. "You have a full partner in the city of Providence."

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 When speaking with a newly hired employee about the opportunity they earned they were extremely enthusiastic about it. Neal Smith, says “I am extremely excited to be working with such a profitable company and helping Hasbro to continue to grow”.

 The demand for Hasbro products has been growing continuously despite the drop off in the economy so there is a significant demand for expansion within their company. Their profit has increased by 33 percent in the second quarter which proves that there is a large demand for their products. The CEO Brian Goldner feels as those Rhode Island is the perfect place for the expansion due to the increased demand. Goldner quotes, "This is great news for Hasbro and great news for Rhode Island; we feel very strongly that we can grow here."

 **Hasbro,** Inc. is a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings based on the Company's world class brand portfolio. From toys and games, to television programming, motion pictures, video games and a comprehensive licensing program, Hasbro strives to delight its customers through the strategic leveraging of well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. The Hub, Hasbro's multi-platform joint venture with Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) launched on October 10, 2010. The online home of The Hub is [www.hubworld.com](http://www.hubworld.com/). The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

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