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**MY LITTLE PONY: FRIENDSHIP IS MAGIC HEADS TO THE CRYSTAL EMPIRE IN A NEW SEASON
STARTING MARCH 26**

(Miami, FL and Los Angeles, CA, March 17, 2016) – An all-new season of *My Little Pony: Friendship is Magic*, the beloved series created by Hasbro Studios, debuts on Discovery Family on Saturday, March 26 at 11:00 AM ET/ 10:00 AM Central. Packed with new adventures, characters and self-discovery, Season 6 kicks off with a very special one-hour premiere, where Princess Twilight Sparkle and the rest of the Mane 6 head to the Crystal Empire for the "Crystalling" of Princess Cadance and Shining Armor's new baby, Flurry Heart.

Throughout Season 6 of *My Little Pony: Friendship is Magic*, The Mane 6: Twilight Sparkle, Rainbow Dash, Pinkie Pie, Fluttershy, Rarity and Applejack embark on exciting adventures across Equestria - to explore new locations, as well as revisit some familiar favorites – like Manehattan, Cloudsdale, and the Crystal Empire. In addition, with their cutie marks finally acquired, the Cutie Mark Crusaders begin to explore their destinies as the magic of Season 6 unfolds.

This season brings surprises and treats for viewers, including holiday specials and several new, original songs that are soon to be fan-favorites. Viewers will be introduced to new characters, a few of which will reveal the mysterious backstory of some of the main cast.

My Little Pony: Friendship is Magic follows the magical Princess Twilight Sparkle and her trusted assistant Spike, who live in Ponyville in the enchanted land of Equestria, along with her colorful pony friends – honest Applejack, generous Rarity, kind Fluttershy, loyal Rainbow Dash and fun-loving Pinkie Pie. Together, they teach one another valuable lessons about the most powerful magic of all – the magic of friendship.

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About Discovery Family

The leading television destination for families in the United States, Discovery Family is available in nearly 70 million U.S. homes and is a joint venture of Discovery Communications and Hasbro. Discovery Family is programmed with a clever mix of original series, family-friendly movies, and programming from Discovery's non-fiction library and Hasbro Studios' popular animation franchises, including MY LITTLE PONY: FRIENDSHIP IS MAGIC, LITTLEST PET SHOP and TRANSFORMERS RESCUEBOTS. The smart entertainment choice for families, Discovery Family attracts children and their parents with the highest-quality, real-world content that appeals to the entire family in the General Entertainment, Adventure and Animals genres at night and award-winning animation programming in Daytime.

About Hasbro

[Hasbro](#) (NASDAQ: HAS) is a global company committed to Creating the World's Best Play Experiences, by leveraging its beloved brands, including LITTLEST PET SHOP, MAGIC: THE GATHERING, MONOPOLY, MY LITTLE PONY, NERF, PLAY-DOH and TRANSFORMERS, and premier partner brands. From toys and games, television programming, motion pictures, digital gaming and consumer product licensing, Hasbro fulfills the fundamental need for play and connection with children and families around the world. The Company's Hasbro Studios and its film label, ALLSPARK PICTURES, create entertainment brand-driven storytelling across mediums, including television, film, digital and more. Through the company's commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world and to positively impact the lives of millions of children and families. Learn more at www.hasbro.com, and follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)) and Instagram ([@Hasbro](#)).

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