



FOR IMMEDIATE RELEASE

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DISCOVERY FAMILY CHANNEL CELEBRATES INTERNATIONAL DAY OF FRIENDSHIP WITH MY LITTLE PONY STARTING JULY 23 WITH DAILY MARATHONS OF MY LITTLE PONY: FRIENDSHIP IS MAGIC, FAN VOTING AND THE RETURN OF SEASON 6

– Festivities Lead up to the Mid-season Premiere of “My Little Pony: Friendship is Magic” Featuring Guest Star Patton Oswalt on Saturday, July 30 at 11:30a/10:30c –

– Parents Can Visit DiscoveryFamilyChannel.com/Friendship with Their Kids Beginning July 18 to Vote for Their Favorite Friendship Episodes and Watch the Winners on International Friendship Day –

(Miami, FL) – In celebration of International Friendship Day and the return of new episodes of **MY LITTLE PONY: FRIENDSHIP IS MAGIC** on Saturday, July 30, Discovery Family Channel is sharing the magic of friendship all week long during “BFF Week with My Little Pony” beginning Saturday, July 23. Each day throughout the week at 10a/9c, viewers can catch classic **MY LITTLE PONY: FRIENDSHIP IS MAGIC** episodes that celebrate the importance of friendship and the special bond between best friends. Additionally, from Monday, July 18 through Wednesday, July 27, fans can vote for their favorite top three episodes from the past two seasons at DiscoveryFamilyChannel.com/Friendship. Fan favorite episodes will air prior to the mid-season premiere beginning at 10a/9c.

The fan voting leads up to the return of **MY LITTLE PONY: FRIENDSHIP IS MAGIC** on **Saturday, July 30 at 11:30a/10:30c** with a special episode featuring guest star Patton Oswalt. In the premiere episode, Stranger Than Fan Fiction, Rainbow Dash attends the Daring Do Convention in Manehattan and meets a pony named Quibble Pants (voiced by Patton Oswalt) who despises Daring Do as much as she loves it. The two of them get wrapped up in a real life Daring Do adventure and must settle their differences if they have any chance of surviving the convention.

Additionally, fans can join in on the fun and celebrate the magic of friendship by performing random acts of friendship inspired by the core cast of characters from **MY LITTLE PONY: FRIENDSHIP IS MAGIC** and encouraging others to “friend it forward.” Fans are invited to share their completed acts of friendship via their social channels, tagging posts with #FriendshipisMagic and #FrienditForward.

Celebrating its sixth season, **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.

MY LITTLE PONY: FRIENDSHIP IS MAGIC is produced by Hasbro Studios for Discovery Family Channel. To learn more, go to <http://www.discoveryfamilychannel.com>, on Facebook at [Facebook.com/DiscFamily](https://www.facebook.com/DiscFamily) and on Twitter [@DiscoveryFamily](https://twitter.com/DiscoveryFamily).

About Discovery Family Channel

The leading television destination for families in the United States, Discovery Family is available in more than 66 million U.S. homes and is a joint venture of Discovery Communications and Hasbro. Discovery Family is programmed with an inspirational 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 the Emmy-winning **TRANSFORMERS RESCUE BOTS**. The fun and approachable entertainment choice for women and families to share and spend time together, Discovery Family attracts children and their parents with the highest quality, real-world content that appeals to the entire family in the Home and Design, Food and Lifestyle genres in Primetime and award-winning animation programming in Daytime. In April 2016, Discovery Family was named Brand of the Year in the Kids' TV category and ranked highest in "Trust" and "Love" in the Kids' TV category in the 28th annual Harris Poll EquiTrend® Study.

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](#)).

About Hasbro Studios and Allspark Pictures

Hasbro Studios is responsible for entertainment, brand-driven storytelling for Hasbro across television, commercial productions and short-form content. It develops, produces and distributes content based on Hasbro's world class brands, including TRANSFORMERS, MY LITTLE PONY, and LITTLEST PET SHOP. Many of its series air on Discovery Family Channel and on networks and digital platforms in more than 190 territories globally. Since its formation in 2009, the studio has received ten Daytime Emmy wins.

On the film side through its film label Allspark Pictures, the Company has developed and produced a number of features based on Hasbro's brands. Films in development or planned for release include OUIJA 2 (Universal), MY LITTLE PONY: THE MOVIE (Lionsgate), MAGIC: THE GATHERING (21st Century Fox), PLAY-DOH (21st Century Fox), TRANSFORMERS 5, 6 and 7 (Paramount) and the Cinematic Universe (Paramount) which includes GI JOE, MICRONAUTS, M.A.S.K, ROM and VISIONARIES.

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