



FOR IMMEDIATE RELEASE

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**NEW FAMILY BONDS AND MAGICAL FRIENDSHIP ADVENTURES AWAIT IN
DISCOVERY FAMILY'S MY LITTLE PONY: FRIENDSHIP IS MAGIC SEASON
SEVEN PREMIERE ON SATURDAY, APRIL 15 AT 11:30a/10:30c**

– This Season, Guest Stars William Shatner and Felicia Day Join the ‘Mane 6’ and Leave Their Cutie Marks in the Land of Equestria –

(Miami, FL) – The elements of friendship – Honesty, Kindness, Loyalty, Generosity, Laughter and Magic – are back and stronger than ever this April on Discovery Family in the seventh season of **MY LITTLE PONY: FRIENDSHIP IS MAGIC**, premiering with two back-to-back episodes on **Saturday, April 15 at 11:30a/10:30c**. Additionally, guest stars William Shatner (*Star Trek*) and Felicia Day (*Supernatural*, *Buffy the Vampire Slayer*) join the cast for a very special episode in late summer.

This season, fans will be introduced to fun new characters with surprising family ties to the franchise's iconic Mane 6 ponies, comprised of Twilight Sparkle, Rarity, Applejack, Pinkie Pie, Rainbow Dash and Fluttershy. From royal sisters Princess Celestia and Princess Luna to visits from Rainbow Dash's over-enthusiastic parents and Twilight Sparkle's adorable niece, Flurry Heart, the Mane 6 will experience their most exciting adventures yet throughout 26 magical episodes featuring five brand-new original songs and tons of adventure.

In the back-to-back premiere episodes titled "Celestial Advice" and "All Bottled Up," Twilight Sparkle agonizes over Starlight Glimmer's future and receives some much-needed advice from her very own mentor – Princess Celestia. While the Mane 6 are on a friendship retreat, Starlight Glimmer loses Twilight Sparkle's friendship map. Afraid her anger might get out of control, Starlight Glimmer casts a calming spell while the ponies search for the lost map.

Leading up to the season premiere of the Hasbro Studios' produced animated series, Discovery Family celebrates all things pony by binging every episode in order from the past six seasons during the "**Pony Palooza**" takeover beginning bright and early at 6a/5c on Saturday, April 8 and running all week long during the day leading up to the season seven premiere on Saturday, April 15. Revisit legendary moments throughout the series including the royal wedding of Princess Mi Amore Cadenza and Shining Armor, the crowning of Twilight Sparkle as a princess, the birth and "Crystalling" of Baby Flurry Heart, the origin of the Mane 6 cutie marks and classic guest appearances from "Weird Al" Yankovic as Cheese Sandwich and Patton Oswalt as Daring Do super fan Quibble Pants.

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

About Discovery Family

The leading television destination for families in the United States, Discovery Family is available in more than 62 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**. For 2017-to-date, Discovery Family ranks as the #1 most co-viewed kid's network among Kids 2-11 watching with an Adult 18-49 in Total Day and Prime.

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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