



FOR IMMEDIATE RELEASE

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**WELCOME BACK TO PONYVILLE! WILLIAM SHATNER AND FELICIA DAY  
EARN THEIR CUTIE MARKS IN THE MID-SEASON PREMIERE OF  
MY LITTLE PONY: FRIENDSHIP IS MAGIC RETURNING TO DISCOVERY FAMILY  
ON SATURDAY, AUGUST 5**

*– Season Seven of “My Little Pony: Friendship is Magic” Continues with 15 New Magical Episodes Beginning Saturday, August 5 at 11:30a/10:30c on Discovery Family –*

*– Discovery Family Celebrates #FriendshipFridays All Month Long Leading up to International Friendship Day on August 6 –*

(Miami, FL) – Exciting new adventures are on the horizon for the Mane 6 and some very special celebrity guests in the continuation of the seventh season of **MY LITTLE PONY: FRIENDSHIP IS MAGIC**, returning to Discovery Family on **Saturday, August 5 at 11:30a/10:30c** with 15 half-hour episodes and brand-new characters including “Grand Pear” (William Shatner) and “Pear Butter” (Felicia Day). Additionally, new episodes of the Hasbro Studios’ produced animated series will stream live and on demand on Discovery Family GO, the network’s TV Everywhere app.

In the back-to-back mid-season premiere episodes titled “Discordant Harmony” and “The Perfect Pear,” Discord invites Fluttershy to his realm for tea but worries she won’t be comfortable and begins to change it and himself with disastrous results. Immediately following at 12/11c, William Shatner guest stars as “Grand Pear” and Felicia Day (*Supernatural*) as “Pear Butter” in a classic “Romeo and Juliet” inspired love story that spans multiple pony generations when the Apple Siblings learn about their parent’s love story and discover that they’re half Pear!

Equestria’s bravest ponies and familiar faces keep Twilight Sparkle, Rarity, Applejack, Pinkie Pie, Rainbow Dash and Fluttershy on the tips of their hooves through ups and downs, new songs and the elements of friendship – Honesty, Kindness, Loyalty, Generosity, Laughter and Magic. Throughout the second half of the season, Pharynx learns that love is a strength and not a weakness, Twilight Sparkle battles the Pony of Shadows, famous author A.K. Yearling teases a new novel, the Cutie Mark Crusaders learn that nothing is impossible with courage and strength, and much more!

Leading up to International Friendship Day, celebrated by My Little Pony on July 30, Discovery Family invites young viewers and their parents to vote for their favorite **MY LITTLE PONY: FRIENDSHIP IS MAGIC** friendships each week, from Friday through Wednesday, at [www.discoveryfamilychannel.com](http://www.discoveryfamilychannel.com) and on Facebook [@DiscFamily](https://www.facebook.com/DiscFamily). The winning BFF episodes will be featured on-air every Friday afternoon at 4/3c with back-to-back episodes.

Launched in 2010, **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. Stephen Davis is the executive producer for Hasbro Studios. To learn more, go to [www.discoveryfamilychannel.com](http://www.discoveryfamilychannel.com), on Facebook at [www.facebook.com/DiscFamily](http://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 59 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**. Families can enjoy their favorite shows anytime, anywhere through Discovery Family GO – the network's first TV Everywhere app offering live and on demand access to complete seasons of your favorite Discovery Family series and specials. 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](http://www.hasbro.com) (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. The Company's Hasbro Studios and its film label, Allspark Pictures, are building its brands globally through great storytelling and content on all screens. Through its commitment to corporate social responsibility and philanthropy, Hasbro is helping to make the world a better place for children and their families. 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](http://www.hasbro.com), and follow us on Twitter ([@Hasbro](https://twitter.com/Hasbro) & [@HasbroNews](https://twitter.com/HasbroNews)) and Instagram ([@Hasbro](https://www.instagram.com/hasbro)).

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