



FOR IMMEDIATE RELEASE

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**DISCOVERY FAMILY INTRODUCES YOUNG VIEWERS TO A NEW GENERATION
OF HEROES IN TRANSFORMERS: RESCUE BOTS ACADEMY BEGINNING
SATURDAY, JANUARY 5**

*– Optimus Prime, Bumblebee, and Grimlock Help Train a New Team of Bots in a Show Geared Toward
Preschool Viewers Beginning Saturday, January 5 at 9a/8c –*

– Catch the Exclusive Pre-premiere on the Discovery Family GO App Beginning Saturday, December 29 –

(Miami, FL) – It's time to roll to the rescue! Today, Discovery Family announced **TRANSFORMERS: RESCUE BOTS ACADEMY**, an all-new 52-episode animated series for viewers in preschool produced by Allspark Animation, a Hasbro Company, premiering Saturday, January 5 at 9a/8c with two back-to-back episodes. New 11-minute episodes of the series will stream live on Discovery Family GO and will also be available on demand the following day. Additionally, beginning Saturday, December 29, viewers can catch a special two-part pre-premiere on Discovery Family GO.

School is in session in the world of **TRANSFORMERS: RESCUE BOTS ACADEMY** and instructors Heatwave the Fire-Bot, Chase the Police-Bot, Blades the Copter-Bot, and Boulder the Construction-Bot are ready to train a new batch of recruits. Just arriving on Earth from their home world of Cybertron, young Hot Shot, Hoist, Whirl, Wedge and Medix have the honor of being the first class in history to enroll in the Rescue Bots Academy, a highly advanced training facility located at a top-secret base. With encouragement from Optimus Prime, Bumblebee, and Grimlock, the new recruits learn the power of team building through exciting simulated and real-life rescue missions that highlight the importance of heroism, teamwork, and most importantly, friendship.

In the back-to-back series premiere titled "Recruits," Optimus Prime builds a new team of young Cybertronians to train as first responders at the Rescue Bots Academy. However, the rigorous training takes a toll on new student Hot Shot and he soon learns that being a hero is easier for some than others. Trying to find his place on

the Rescue Bots Recruits team, Hot Shot discovers the importance of working together in order to save the day as one of Earth's youngest heroes.

TRANSFORMERS: RESCUE BOTS ACADEMY is produced by Allspark Animation for Discovery Family. Stephen Davis is the executive producer for Allspark Animation. 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 54 million U.S. homes and is a joint venture of Discovery Communications and Hasbro. Discovery Family is programmed with an inspirational mix of family-friendly series and movies and Hasbro Studios' popular animation franchises, including **MY LITTLE PONY: FRIENDSHIP IS MAGIC**, **LITTLEST PET SHOP** and the Emmy award-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 your favorite Discovery Family series and specials. For 2018-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, BABY ALIVE and MAGIC: THE GATHERING, as well as premier partner brands. Through its entertainment labels, Allspark Pictures and Allspark Animation, the Company is building its brands globally through great storytelling and content on all screens. Hasbro is committed to making the world a better place for children and their families through corporate social responsibility and philanthropy. Hasbro ranked No. 5 on the 2018 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 seven years. Learn more at www.hasbro.com, and follow us on Twitter ([@Hasbro](https://twitter.com/Hasbro)) and Instagram ([@Hasbro](https://www.instagram.com/hasbro)).

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