



FOR IMMEDIATE RELEASE

July 10, 2019

CONTACT:

Jared Albert, (786) 273-4476

jared_albert@discovery.com

**DISCOVERY FAMILY COUNTS DOWN TO THE FINAL 13 EPISODE
CELEBRATION OF MY LITTLE PONY: FRIENDSHIP IS MAGIC
BEGINNING SATURDAY, AUGUST 3**

– “Weird Al” Yankovic Reprises His Role as “Cheese Sandwich” in the Epic Mid-season Premiere Episode –

– Exciting Six-day “Mane 6 Takeover” Programming Event to Kick Off the Countdown to the Final Episodes on July 28 –

(Miami, FL) – On **Saturday, August 3 at 11:30a/10:30c**, Discovery Family will air the thrilling mid-season premiere of **MY LITTLE PONY: FRIENDSHIP IS MAGIC**, marking just 13 original episodes left in the final season of the hit pop-culture series. New episodes of the Allspark Animation produced animated series will also stream live and on demand on Discovery Family GO, the network’s TV Everywhere app.

Leading up to the second half of the season, Discovery Family will drive anticipation for the groundbreaking series finale by airing **MY LITTLE PONY** episodes during a six-day “Mane 6 Takeover” programming event beginning bright and early on **Sunday, July 28 at 6a/5c**. Featuring a different iconic pony every day, fans will have the chance to celebrate each of their favorite episodes spotlighting the Mane 6 from the past nine years, including an encore airing of the first half of season nine leading into the mid-season premiere.

In the mid-season premiere titled “The Last Laugh,” Pinkie Pie seeks help from her old friend, the super silly Cheese Sandwich (“Weird Al” Yankovic), in finding her life’s purpose. Through a brand-new song and a few special surprises, Pinkie Pie is rewarded with a very special revelation.

Launched in 2010, **MY LITTLE PONY: FRIENDSHIP IS MAGIC** follows the magical Princess Twilight Sparkle and her trusted dragon 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 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 50 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 Allspark Animation’s 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 TV Everywhere app offering live and on demand access to your favorite Discovery Family series and specials. For 2019-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 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 eight 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)).

#