



FOR IMMEDIATE RELEASE

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**DISCOVERY FAMILY CHANNEL CELEBRATES THE SERIES FINALE OF  
MY LITTLE PONY: FRIENDSHIP IS MAGIC WITH A SPECIAL PRIMETIME EVENT  
ON SATURDAY, OCTOBER 12 at 8/7c**

*– Long Running Animated Series To Conclude with a 90-Minute Supersized Episode on Saturday, October 12 at 8/7c –*

*– Exclusive Behind-the-Scenes Special “A Decade of Pony” to Premiere Friday, October 11 at 5/4c –*

(Miami, FL) – After nine years and 221 magical episodes of **MY LITTLE PONY: FRIENDSHIP IS MAGIC**, Discovery Family Channel is spreading the power of friendship in style with a primetime 90-minute series finale event on **Saturday, October 12 at 8/7c**. Leading up to the big night, viewers will also be treated to **MY LITTLE PONY: FRIENDSHIP IS MAGIC - A DECADE OF PONY**, an in-depth behind-the-scenes look at the making of the series premiering **Friday, October 11 at 5/4c**. The final episodes of the Allspark Animation produced series will also stream live and on demand on Discovery Family GO, the network’s TV Everywhere app.

In the 90-minute series finale special, a villainous alliance unleashes their unified might on Equestria and it’s up to the Mane Six to save the kingdom. Then, years later in the future, Princess Twilight is visited by a student with a friendship problem. As she attempts to solve it, she looks back on the times she and the Mane Six spent together.

The creators, animators and voice actors behind **MY LITTLE PONY** share their favorite memories from the past nine seasons and invite viewers into the recording studio to witness the magic that goes into making an episode in the new special **MY LITTLE PONY: FRIENDSHIP IS MAGIC - A DECADE OF PONY**. Fans will gain never-before-seen access to the making of the series featuring an historical overview of the brand and interviews with Mane Six cast members, creator Lauren Faust and others.

Additionally, viewers can catch up on classic adventures and watch the series from the beginning during the **PONY PALOOZA** programming takeover starting **Sunday, October 6 at 6a/5c** and running all-week long during the day leading up to the final episode.

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](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 49 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, MAGIC: THE GATHERING and POWER RANGERS, 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. 13 on the 2019 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](http://www.hasbro.com), and follow us on Twitter ([@Hasbro](#)) and Instagram ([@Hasbro](#)).

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