



**For Immediate Release  
July 14, 2014**

**50 HOUR VIEWING EVENT!  
FIRST EVER MY LITTLE PONY MEGA MARE-ATHON FEATURING  
EVERY SINGLE EPISODE OF ALL FOUR SEASONS OF  
“MY LITTLE PONY FRIENDSHIP IS MAGIC” BACK-TO-BACK,  
STARTS AUGUST 4, ON THE HUB NETWORK**

**Mare-athon to Include Three MY LITTLE PONY Specials  
Never-Before-Seen on the Hub Network**



LOS ANGELES – The fun, magical adventures of Ponyville are coming to the [Hub Network](#) like viewers have never seen before in the **“Hub Network’s MY LITTLE PONY Mega Mare-athon.”** In this epic, one-of-a-kind marathon starting Monday, August 4 to Friday, August 8 (9 a.m. ET – 7 p.m. ET/6 a.m. PT – 4 p.m. PT), the network is inviting fans to watch all ninety-one episodes back-to-back of all four seasons of **“My Little Pony Friendship Is Magic.”** The episodes will run in the same order in which they originally aired. This fifty-hour viewing event, which also includes **“My Little Pony Equestria Girls,”** is the biggest in the Hub Network’s history and will bring the beloved ponies closer than ever to viewers by airing fun “Ask a Pony” interstitials showing real people asking each of the mane six questions and each pony answering them.

The monumental marathon finishes on Friday, August 8 with three MY LITTLE PONY specials airing for the first time on the Hub Network: **“My Little Pony Twinkle Wish Adventure”** at 4 p.m. ET/1 p.m. PT, **“My Little Pony The Princess Promenade”** at 5 p.m. ET/2 p.m. PT and **“My Little Pony The Runaway Rainbow”** at 6 p.m. ET/3 p.m. PT.

Popular animated series “My Little Pony Friendship Is Magic,” from Hasbro Studios, was recently renewed for a fifth season slated to air in 2015 on the Hub Network, champions of family fun and the only network dedicated to providing kids and their families entertainment they can watch together.

#### **About “My Little Pony Friendship Is Magic”**

“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.

#### **About “My Little Pony Twinkle Wish Adventure”**

All the ponies cannot wait for the Winter Wishes festival where the Wishing Star grants each pony one special wish. But when the Wishing Star disappears, they go on a journey to find it.

#### **About “My Little Pony The Runaway Rainbow”**

As everyone in Ponyville awaits the first rainbow of the season, Rarity accidentally teleports herself into the middle of Breezie Blossom. Minty, Rainbow Dash, Spike and the Breezies help her get home, just in time for the first rainbow.

#### **About “My Little Pony The Princess Promenade”**

The Spring Promenade is nearly here, and the ponies are preparing for it with the help of the Breezies. But a troublesome weed lands Wysteria and Pinkie Pie in a mysterious cave where Spike the dragon has been sleeping for a thousand years.

Please click [here](#) for a full schedule for the “Hub Network’s MY LITTLE PONY Mega-Mare-athon,” including episode titles and descriptions.

#### **About the Hub Network**

The Hub Network is a multi-platform joint venture between Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) and Hasbro Inc., (NASDAQ: HAS) that champions family fun by providing relatable, funny, family friendly entertainment experiences that children and their parents can enjoy together. The cable and satellite television network features original programming as well as content from Hasbro's rich portfolio of entertainment and educational properties built during the past 90 years and from leading third-party producers worldwide. The Hub Network’s lineup includes animated and live-action series, as well as specials, game shows, and family-favorite movies. The network extends its content through a robust and engaging online presence at

[HubNetwork.com](http://HubNetwork.com). The Hub Network rebranded from Discovery Kids on October 10, 2010, and is available in more than 70 million U.S. households. The Hub Network logo and name are trademarks of Hub Television Networks, LLC. All rights reserved. To find the channel in your area, please visit [HubNetwork.com](http://HubNetwork.com) and check the channel locator at the top of the page.

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Note: For artwork, visit [press.discovery.com/us/Hub/](http://press.discovery.com/us/Hub/)

**About Hasbro, Inc. (Nasdaq:HAS)**

[Hasbro, Inc.](http://Hasbro, Inc.) (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through the creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF and LITTLEST PET SHOP. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative play and entertainment experiences, in a variety of forms and formats, anytime and anywhere. The Company's Hasbro Studios develops and produces television programming for more than 180 territories around the world, and for the U.S. on Hub Network, part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK). Through the company's deep commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named one of the "World's Most Ethical Companies" and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at [www.hasbro.com](http://www.hasbro.com).

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