



December 1, 2014

## CafePress Launches Holiday Giving Campaign for Toys for Tots

### Portion of sales of one-of-a-kind, customized MONOPOLY® and SCRABBLE® games to support the Marine Toys for Tots Foundation

LOUISVILLE, Ky.--(BUSINESS WIRE)-- As holiday commerce kicks into full gear, a collaborative effort launched today between [CafePress](#) (Nasdaq:PRSS), the U.S. Marine Corps Reserve Toys for Tots Foundation, Hasbro (Nasdaq:HAS) and personalized gaming leader [My Life Games LLC](#) will help ensure children in need receive toys at the holidays.

Through this first-year campaign, CafePress, the on-demand printing leader, will provide consumers with three different ways to support Toys for Tots:

- CafePress will donate \$1 for every Facebook "share" given to the video entitled, "[Toys for Tots: Every Child Deserves a Little Christmas](#)";
- Through the goodwill of Hasbro and CafePress, \$1 from the final purchase price of all customizable MONOPOLY and SCRABBLE games sold on [CafePress.com](#);
- And \$2 from the sale of two special edition T-Shirts (priced at \$7) will go to Toys for Tots.

"We are delighted that CafePress is giving our supporters another way to reinforce our efforts," said retired Marine Major Bill Grein, vice president of the Marine Toys for Tots Foundation. "We recognize the holidays are a busy time and sometimes good intentions to give back are lost in the shuffle. We welcome the opportunity to help people 'do good' while they are already shopping online or scrolling their Facebook timeline."

- Toys for Tots Sharable Video: <https://www.facebook.com/video.php?v=10152542449892404>
- MONOPOLY Gifts: <http://www.cafepress.com/+monopoly+gifts>
- SCRABBLE Gifts: <http://www.cafepress.com/+scrabble+gifts>
- Special Edition Shirts:
  - [Elf "Smiling's My Favorite" Kids T-Shirt](http://bit.ly/cafesresftt) (<http://bit.ly/cafesresftt>)
  - [Oh Snap! T-Shirt](http://bit.ly/cafesresftt1) (<http://bit.ly/cafesresftt1>)

"We are honored to support Toys for Tots this holiday season," said Fred Durham, CEO and co-founder of CafePress. "To be able to support their noble efforts by donating a portion of proceeds of games known for bringing families together is ideal."

### About CafePress [PRSS]:

[CafePress](#) is passionate about helping individuals forge connections and celebrate their identities, interests and obsessions through unique products and content.

Our customers include people from all walks of life who are drawn to products that are emotional, inspirational and motivational. CafePress continues to enhance its assortment of designs, brands, images and base goods within its library of print-on-demand products. This expansion solidifies CafePress' reputation as the ultimate resource for creating connections and bring-to-life creativity, opinions and passions. For more information, visit [www.cafepress.com](http://www.cafepress.com) or connect with CafePress on [Facebook](#), [Twitter](#), [Pinterest](#) or [YouTube](#).

### About My Life Games

My Life Games, LLC offers consumers a unique opportunity to create games that capture memories and milestones in their lives. They are seasoned experts in game and graphic design, and ongoing development of visual themes will span the range of life experiences. Beyond holidays and birthdays, these games are perfect for: classrooms and youth sports, friendship and love, non-profit fundraisers and corporate gifts, and so much more - great designs that speak to anyone wanting to build their own personal MONOPOLY or SCRABBLE game experience. Learn more at [www.MyLifeGames.com](http://www.MyLifeGames.com).

## About Hasbro

[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 is responsible for entertainment brand-driven storytelling around Hasbro brands across television, film, commercial productions and short-form. 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) and follow us on Twitter ([@HasbroNews](#)).

SCRABBLE is a trademark of Hasbro in the US and Canada only.

HAS-LIC

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20141201005213/en/>

### **CafePress**

#### **Media Contact:**

Sarah Segal, 650-655-3039

[pr@cafepress.com](mailto:pr@cafepress.com)

or

### **CafePress**

#### **Investor Relations:**

The Blueshirt Group

Alex Wellins, 415-217-5861

[alex@blueshirtgroup.com](mailto:alex@blueshirtgroup.com)

or

### **Toys for Tots**

#### **Media Contact:**

Bill Grein, 703-649-2021

[Bill.grein@toysfortots.org](mailto:Bill.grein@toysfortots.org)

or

### **My Life Games**

#### **Media Contact:**

Nan Finkenaur, 978-525-2840

[Nan@MyLifeGames.com](mailto:Nan@MyLifeGames.com)

Source: CafePress

News Provided by Acquire Media