



Timothy F. Winter, President
P.O. Box 4210, Burbank, CA 91503-4210
Tel: (213) 403-1305 • Fax: (213) 403-1350
Email: twinter@parentstv.org • www.parentstv.org

*The nation's most influential advocacy organization
protecting children against sex, violence and profanity in entertainment*

December 7, 2020

Mr. Brian D. Goldner
Chairman and Chief Executive Officer
Mr. Tarrant Sibley
Executive Vice President, Chief Legal Officer and Corporate Secretary
Hasbro, Inc.
1027 Newport Avenue
Pawtucket, RI 02861

Dear Mr. Goldner and Mr. Sibley,

This past August, the Hasbro Company removed its Poppy Trolls Doll from retail shelves after the public became aware of a button, located under the doll's skirt in her genital region, which, when pressed, would make the doll gasp and giggle. The Parents Television Council, along with hundreds of thousands of concerned Americans, expressed dismay that such a doll, overtly intended for children as young as four years of age, could have been produced and placed into the stream of commerce by Hasbro.

It is well that the Poppy product was removed from shelves. However, as of this writing, we have seen and heard absolutely nothing from Hasbro to suggest that those responsible for producing and marketing this doll were held properly to account; nor have we seen or heard anything to suggest that Hasbro has taken steps to ensure that nothing like this will happen again.

A Hasbro spokesperson at the time noted that the placement of the button on the doll's genital area "may be perceived as inappropriate." But such a tepid response was not only disingenuous, it flies in the face of the numerous corporate approvals that Hasbro employees authorized when the doll was designed, produced and marketed. In fact the button on the genital area – one of only two buttons that would trigger a verbal response from the doll – was not even referred to in the company's own [product description](#), nor was it mentioned on the doll's packaging.

As we noted in our public statements last August, this product is a frightening example of the grotesque sexual exploitation of children that is increasingly rampant in today's entertainment environment. And we note that Hasbro holds itself out as a "global play and entertainment company." The sexualization of children must never, ever be used for the sake of entertainment, especially by a major toy brand like Hasbro. Quite frankly, anyone and everyone involved in Hasbro's decision to add a "giggle button" on a female doll's genital area should be fired.

With this letter to you both today, I respectfully and fervently call upon you to answer two questions:

- 1) What has Hasbro done to address and correct this matter internally?
- 2) Will Hasbro publicly commit that nothing like this will ever happen again?

I ask for your reply by Friday December 11th, so that we can inform our 1.4 million members, as well as the public at large, during the Christmas and holiday shopping season.

We note the numerous statements on the Hasbro [corporate website](#) suggesting its commitment to corporate responsibility. We also note the company's [stated commitment](#) to responding to concerns about products and suggestions on how you can improve them. Please consider this communication a public expression of such concern, which warrants a timely and thorough response.

For the last 25 years, the PTC has worked to highlight responsible corporate citizens, worthy of consumer trust; and to call-out those corporations whose business practices make them unworthy of consumer trust. With the holiday shopping season now underway, I'm sure our members, and the American public, would like to know into which category Hasbro falls. Our hope is that Hasbro will cease to normalize, and profit from, even a hint of the sexual exploitation of children.

Sincerely,



Timothy F. Winter, President