

# HANES Brands Inc

## Champion and Hasbro Gaming – Come Together with Winning Collection

December 8, 2021

*New Apparel and Footwear Line Features Characters and Graphics from Monopoly, Twister, Scrabble and Candy Land*

WINSTON SALEM, N.C.--(BUSINESS WIRE)--Dec. 8, 2021-- Just in time for some playful competition during the holiday season, Champion Athleticwear, makers of authentic athletic apparel since 1919, is announcing the launch of a limited-edition collection with Hasbro Gaming, with characters and graphics from some of world's most beloved games: *Monopoly, Twister, Scrabble* and *Candy Land*.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20211208005301/en/>



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### About Champion®

Since 1919, Champion Athleticwear has offered a full line of innovative athletic apparel for men and women including activewear, sweats, tees, sports bras, team uniforms, footwear and accessories. Champion uses innovative design and state-of-the-art product testing to ensure uncompromised quality and innovative apparel for its consumers. Champion Athleticwear can be purchased at department stores, sporting goods, specialty retailers, and at [Champion.com](https://www.champion.com). For more information, please contact us at 1-800-315-0563 or at [Facebook.com/Champion](https://www.facebook.com/Champion), follow us on Twitter [@ChampionUSA](https://twitter.com/ChampionUSA) or on Instagram [@Champion](https://www.instagram.com/Champion). Champion is a brand of HanesBrands. (NYSE:HBI).

### About Hasbro

Hasbro (NASDAQ: HAS) is a global play and entertainment company committed to making the world a better place for all children, fans and families.

From Mr. Monopoly spreading his wealth across the Reverse Weave canvas to *Twister* reimagined on tees, the collection lets fans showcase their favorite games.

"Spirited play, competition and board games go together during the holiday season, and this collection lets fans look good doing it," said Jon Ram, Group President of Global Activewear at Hanesbrands Inc. "Hasbro and Champion deliver products that consumers love and are enjoyed by generations of fans. Champion is about letting people express themselves. And the collection is one more way consumers can 'Be Your Own Champion,' both on the board and off."

The collection features global board game favorites for a head-to-toe look on classic Champion apparel, and footwear such as slides, and slippers. Designs feature iconography from the Monopoly board, Monopoly money, Mr. Monopoly, the Twister spinner, colored dots from the Twister mat, Scrabble tiles spelling out "Champion" and "Be Your Own Champion" and magical Candy Land-inspired graphics, including Mally Mallo, Twirly Girl, Cutie Cone and Giggly Gumdrop. Footwear will be sold in custom shoe boxes with graphics to align with each game's branding.

"Just like Champion, Hasbro Gaming offers a memorable experience for everyone in the family," said Casey Collins, Head of Global Licensed Consumer Products and Business Development at Hasbro. "So, this collaboration was an easy yes for us. We want to continue to encourage families and friends to use our games as the perfect way to make memories this holiday season as well as incorporate their favorite games into their everyday life. Now, they can do so in this extremely comfortable (and fun!) collection."

To ensure everyone in the family is happy this holiday season, Champion has designed the collection for fans of all ages, including adults, youth, and toddlers.

Champion styles across each Hasbro game include Reverse Weave pullover hoodies and crews, joggers, short sleeve tees, cropped hoodies, boyfriend sweatpants, kid's fleece hoodies, joggers and tees, and more.

The collection is available now on [Champion.com](https://www.champion.com), in select Champion retail stores and at select retailers. Adult sizes range from XS-2XL and prices range from \$30 - \$80.

To learn more about the Champion and Hasbro collection, visit [Champion.com](https://www.champion.com) and follow the brand on [@Champion](https://www.instagram.com/Champion), [@Champion](https://www.tiktok.com/@Champion), [@Champion](https://twitter.com/Champion) and [Facebook](https://www.facebook.com/Champion).

Hasbro delivers immersive brand experiences for global audiences through consumer products, including toys and games; entertainment through **eOne**, its independent studio; and gaming, led by the team at **Wizards of the Coast**, an award-winning developer of tabletop and digital games best known for fantasy franchises MAGIC: THE GATHERING and DUNGEONS & DRAGONS.

The company's unparalleled portfolio of approximately 1,500 brands includes MAGIC: THE GATHERING, NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, BABY ALIVE, DUNGEONS & DRAGONS, POWER RANGERS, PEPPA PIG and PJ MASKS, as well as premier partner brands. For the past decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the **100 Best Corporate Citizens** by 3BL Media and one of the **World's Most Ethical Companies** by Ethisphere Institute. Important business and brand updates are routinely shared on our [Investor Relations](#) website, [Newsroom](#) and social channels (@Hasbro on Twitter, Instagram, Facebook and LinkedIn.)

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