



Contact:
We Canceve Movement
PeopleWhoCare@WeCanceve.org
202.491.3586

For immediate release:
May 13, 2014

Abingdon Girl Named generationOn Hasbro Community Action Hero Semi-Finalist 2014

Grace E. G. Callwood, 9, of Abingdon, was named a generationOn Hasbro Community Action Hero semi-finalist 2014 this month. She is one of nine semi-finalists, all youth, recognized for exceptional volunteerism. Six students from around the country were named finalists, and were honored May 5, in a ceremony in New York City.

"I feel excited that the *We Canceve Movement* won the Hasbro Community Action Hero Award," said Callwood, a third grade student at William S. James Elementary School. "I feel happy that We Canceve was picked. I want to continue doing more community work. I hope that We Canceve will someday be a national movement, and that people will continue to support it and do great things for their communities."

A Hasbro Community Action Hero is a young person who makes an extraordinary mark on the world through service. The nominee's achievements must demonstrate one or more of the following characteristics: outstanding service to one's local, national or global community; extraordinary effort in creating innovative solutions to community needs; and leadership of an exceptional service or advocacy activity, according to its website.

Callwood created the *We Canceve Movement* in 2011, when as a pediatric oncology patient, she learned weeks after diagnosis that her small acts of kindness could help other children whose lives experienced misfortunes outside of their control. *We Canceve* rallies support from people of all ages who share a passion for helping children in need and who are energized to meet those needs ... right now. With faith in God as its guide, this movement encourages the creation of programs and "gifting" opportunities that make homeless, sick and foster children in the Greater Harford County area feel special.

Just a few weeks back, the *We Canceve Movement's* board of advisors donated 100 Easter baskets to children living at two residential foster care/group homes, transitional housing complex for homeless families and the pediatric units at two Maryland hospitals.

Last fall, Callwood's "Threads of Hope" initiative rallied support from more than 20 donors who, altogether, donated 76 complete outfits for the 34 children residing at Harford Family House.

She also sponsored a two-hour, fun-filled make-up fun night at the Arrow Crossroads Community. Her workshop focused on self-awareness and self-esteem fun-day for teens based on conversation she had with them in August. She and the teens talked for hours; they were as interested in her journey through cancer as she was interested in making new friends. The workshop included tips on makeup, poise, etiquette and basic networking tips.

Hasbro, which is one of generationOn's founding partners, has a long and proud tradition of empowering childhood worldwide through a variety of philanthropic programs.

-more-

Together, Hasbro, one of generationOn's founding partners, and generationOn selected the six new Hasbro Community Action Heroes, ages 5 to 17, from more than 400 nominations submitted on behalf of young people across the nation. Each Hero will receive a \$1,000 educational scholarship in addition to the trip to New York City.

Including this year's honorees, 30 youth have been recognized and celebrated as Hasbro Community Action Heroes since generationOn was first established in 2010.

"As we celebrate the fifth anniversary of this award, we are thrilled to recognize these young change-makers who are creating real and lasting improvements to our world," said Brian Goldner, President and Chief Executive Officer of Hasbro, Inc. "Young people have an amazing capacity to identify what needs to be done, and to make a difference and Hasbro is proud to celebrate their accomplishments."

"The actions of these awardees are a strong example of the power of youth to effect change, and they are an inspiration to all of us," explains Daniel Horgan, Executive Director of generationOn. "For five years now, the Hasbro Community Action Hero awards recognize young people who are serving as leaders, advocating for important issues, inspiring others to become equally engaged and making their mark on the world through service."

This year's six finalists are:

Ethan Cruikshank, age 15, Mechanicsville, VA— Ethan founded [Music to My Ears](#), an all-volunteer run organization led by middle and high school students who provide weekly music lessons to elementary school-aged children. Since its founding, Music to My Ears has served 87 children with 24 different music instructors.

Gabriele Eggerling, age 10, Huntington Beach, CA— Gabriele founded Mission:HERO (Helping Others Read Out loud) when he was eight years old. Since then, Mission:HERO has donated more than 1,500 books to low-income kids in the United States and abroad. In addition, Gabriele reads to 150 elementary students each month at schools and libraries.

Neha Gupta, age 17, Yardley, PA— Neha started [Empower Orphans](#) to help impoverished children in orphanages in northern India. To date, Neha's efforts have positively impacted the lives of more than 25,000 children, and she has raised more than \$1 million to support projects such as vision and dental camps and the installation of a water well and purification system to provide clean drinking water to thousands of people.

My'Kah Knowlin, age 13, Lincoln, NE— My'Kah started [Boxes of Love](#), a nonprofit organization that provides creative care packages, when she was just nine years old. Moved by the devastating aftermath of the Joplin, MO tornado in 2011, My'Kah collected and distributed more than 300 Boxes of Love to the children who had lost everything during this disaster. She has since raised more than \$71,000 to support care packages for Marines in Afghanistan and to support families affected by the Newtown, CT school shootings.

Kellon Oldenette, age 5, Jacksonville, IL— Kellon was inspired to get involved in service when he learned that some kids do not have toys or even new socks to wear. He began a sock collection project for children and adults in the community and has collected more than 1200 pairs of new socks for the New Directions Warming and Cooling Shelter, the Salvation Army, local elementary schools and the local Veterans-To-Work program.

Remington Youngblood, age 13, Duluth, GA— Remington founded [CHANGE 4 GEORGIA \(C4G\)](#), a community service program that provides students with opportunities to thank soldiers and veterans for their service, dedication and sacrifice while also providing military families with supplies and support. With the help of 34 seventh grade students, Remington has raised over \$80,000 to support C4G.

###

GenerationOn is the youth service enterprise of Points of Light igniting the power of kids to make their mark on the world. GenerationOn inspires, equips and mobilizes over 750,000 youth annually to take action through generationOn service clubs, schools, youth organizations, campaigns and youth leadership initiatives. It also provides tools and resources to youth, families, youth practitioners and educators to help kids change the world and themselves through service.

Hasbro, Inc. (NASDAQ: HAS) is a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings based on the Company's world class brand portfolio. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. The Company's Hasbro Studios develops and produces television programming for markets around the world. Programming in the U.S. is distributed on The Hub TV Network, 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. (c) 2013 Hasbro, Inc. All Rights Reserved.