



THE PALEY CENTER FOR MEDIA

THE PALEY CENTER FOR MEDIA PRESENTS: *MY LITTLE PONY: THROUGH THE YEARS*

Free Activities Include Screenings of New and Classic *My Little Pony* Animated Programs

The First 350 Attendees Will Receive a Special *My Little Pony* Toy

NEW YORK, NY, August 14, 2017 – For 35 years, the *My Little Pony* franchise has captured the imagination of kids the world over. Whether you played with the original ponies back in the 1980's, or you're watching the current hit animated TV series, generations of fans continue to discover why "Friendship is Magic!" In honor of these beloved characters that continue to bring us joy, The Paley Center for Media will partner with Hasbro Studios for a *My Little Pony*-themed family screening celebration: *My Little Pony: Through the Years*. The event is free and open to the public and will take place at the Paley Center's New York and Beverly Hills locations on September 23, 2017.

The fun-filled afternoon will include screenings of new and classic *My Little Pony* animated episodes, as well as immersive photo activities that will place families right in the *My Little Pony* world, and free *My Little Pony* toys to the first 350 children in attendance. Paley Members can RSVP for priority entrance at paley.me/mylittlepony.

"We're thrilled to partner with our good friends at Hasbro Studios to present this exciting *My Little Pony*-themed celebration," said Maureen J. Reidy, President and CEO of The Paley Center for Media. "*My Little Pony: Through the Years!* is just one of many family-friendly events that take place here throughout the year, making the Paley Center the entertainment destination for families and kids of all ages."

"We are thrilled to partner with the esteemed team at the Paley Center, as we take a look back at the 35-year history of the *My Little Pony* franchise with our fans," said Stephen Davis, Executive Vice President, Chief Content Officer, Hasbro, Inc. "2017 is a momentous year for the brand. Not only are we celebrating the seventh season of *My Little Pony: Friendship is Magic* on Discovery Family in the U.S and on broadcast and streaming platforms in over 190 territories internationally, we are also rallying tremendous excitement for the Ponies' big screen debut in *My Little Pony: The Movie*, in theatres October 6."

The afternoon of activities includes screenings of new and classic animated episodes of *My Little Pony*. Visitors will have the opportunity to engage in a magical animated photo activity where they will find themselves immersed in the middle of the *My Little Pony* world. These special photos, created by Smilebooth, can also be shared on social media. In addition, visitors can pose with *My Little Pony* standees that will adorn the Paley Center lobby. To top it all off, the first 350 children in attendance will receive a special *My Little Pony* toy.

Activities will start at noon EST time at the Paley Center's New York location (25 West 52 St, New York, NY); and at noon PST time at the Paley Center's Beverly Hills location (465 North Beverly Drive, Beverly Hills, CA). For more information on the day's activities, please visit paleycenter.org.

Media Contacts:

New York: Teresa Brady, The Paley Center for Media, 212-621-6697, tbrady@paleycenter.org

Beverly Hills: Megan Levy, The Lippin Group, 323-801-7460, megan@lippingroup.com

About The Paley Center for Media:

The Paley Center for Media, a 501(c)(3) nonprofit organization with locations in New York and Los Angeles, leads the discussion about the cultural, creative, and social significance of television, radio, and emerging platforms for the professional community and media-interested public. Drawing upon its curatorial expertise, an international collection, and close relationships with the leaders of the media community, the Paley Center examines the intersections between media and society. The general public can access the Paley Center's permanent media collection which contains over 160,000 television and radio programs and advertisements, and participate in programs that explore and celebrate the creativity, the innovations, the personalities, and the leaders who are shaping media. Through the global programs of its Media Council



THE PALEY CENTER FOR MEDIA

and International Council, the Paley Center also serves as a neutral setting where media professionals can engage in discussion and debate about the evolving media landscape. Previously known as The Museum of Television & Radio, the Paley Center was founded in 1975 by William S. Paley, a pioneering innovator in the industry. For more information, please visit paleycenter.org