



**HASBRO TO INTRODUCE IMAGINATIVE NEW WORLD OF CUBBY HILL  
AS A PUBLISHING PROGRAM IN COLLABORATION WITH ABRAMS CHILDREN'S BOOKS  
IN MARCH 2020**

Acclaimed picture book creator Cori Doerrfeld to write and illustrate  
introductory picture book *The Welcome Wagon*

Pawtucket (September 12, 2019)—Building upon its diverse portfolio of story-led brands, Hasbro announced today the forthcoming publication of *The Welcome Wagon: A Cubby Hill Tale*, the debut picture book in the CUBBY HILL publishing program. In development at Hasbro for several years, Cubby Hill is a bustling community of bears, bunnies, hedgehogs, and other familiar creatures that celebrates the values of inclusivity, imagination, and acceptance. In a unique pivot for Hasbro, the brand will be introduced first through publishing, with additional entertainment and product categories planned for future release.

Hasbro has partnered with Abrams Children's Books, acclaimed for its illustrated titles, to launch Cubby Hill on March 3, 2020, with a jacketed hardcover picture book, written and illustrated by Cori Doerrfeld. Doerrfeld is an award-winning, established storytelling talent, and her gentle and humorous writing, coupled with her adorable illustrations, are the perfect match with Hasbro's vision for the brand.

In *The Welcome Wagon*, Doerrfeld brings the world of Cubby Hill to life with humor, charm, and a whole lot of warmth. Gorgeously digitally illustrated, *The Welcome Wagon* introduces readers to Cooper Cub, a curious young bear who notices a new family moving to the neighborhood. Cooper jumps on his scooter and brings the reader along on a journey through town as he assembles his best friends to welcome the newcomers. Along the way, they consider what the new family might be like and the changes they might bring to Cubby Hill.

"Cubby Hill has been a labor of love for all of us here at Hasbro," said Michael Kelly, VP of Global Publishing at Hasbro. "This is the first time Hasbro has introduced a new brand through books, and we're excited to be working with Abrams and Cori on this amazing project. From the start, we could see that they embraced our vision for Cubby Hill and all it represents, and we simply cannot wait to share it with the world."

"We're thrilled to be collaborating with Hasbro and award-winning storyteller Cori Doerrfeld on this unique opportunity to introduce the unforgettable world of Cubby Hill in a picture book with all the makings of an instant classic," said Andrew Smith, Senior Vice President and Publisher of Abrams Children's Books. "Its themes of kindness, compassion, and civility are sure to resonate with today's young readers and their parents."

The deal for world rights was negotiated by Andrew Smith of Abrams Children's Books and Michael Kelly of Hasbro. The books will be edited by Abrams Senior Editor Russ Busse.

**About Cori Doerrfeld**

Cori Doerrfeld is the illustrator of numerous picture books, including *The Rabbit Listened*, which was a *TIME* Best Children's Book, a *New York Times* Notable Book, an Indie Next Pick, and a *Kirkus* Best Book



ABRAMS that also received three starred reviews, and *Little Bunny Foo Foo*. She received a BA in studio art from St. Olaf College, as well as her postbaccalaureate in illustration from the Minneapolis College of Art and

Design. Doerrfeld lives in Minneapolis and is married to comic book artist Tyler Page. Together they have two storytellers in the making—their daughter, Charli, and their son, Leo. Discover more of Doerrfeld's work at [coridoerrfeld.com](http://coridoerrfeld.com).

### **About Abrams**

Founded in 1949, ABRAMS was the first company in the United States to specialize in publishing art and illustrated books. The company continues to publish critically acclaimed and bestselling works in the areas of art, photography, cooking, craft, comics, interior and garden design, entertainment, fashion, and popular culture; children's books ranging from board books to picture books to middle grade to young adult fiction. ABRAMS creates and distributes brilliantly designed books with the highest production values under the following imprints: Abrams; Abrams ComicArts; Abrams Image; Abrams Press; Abrams Books for Young Readers; Amulet Books; Abrams Appleseed; and a gift and stationery line, Abrams Noterie. ABRAMS also distributes books for 5 Continents Editions, Booth-Clibborn Editions, Cameron + Company, Alain Ducasse Édition, Getty Publications, Ludion, The Museum of Modern Art, Obvious State, SelfMadeHero, Tate Publishing, V&A Publishing, and The Vendome Press.

### **About Hasbro**

[Hasbro](http://www.hasbro.com) (NASDAQ: HAS) is a global play and entertainment company committed to *Creating the World's Best Play Experiences*. From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, BABY ALIVE, MAGIC: THE GATHERING and POWER RANGERS, as well as premier partner brands. Through its entertainment labels, Allspark Pictures and Allspark Animation, the Company is building its brands globally through great storytelling and content on all screens. Hasbro is committed to making the world a better place for children and their families through corporate social responsibility and philanthropy. Hasbro ranked No. 13 on the 2019 100 Best Corporate Citizens list by *CR Magazine*, and has been named one of the World's Most Ethical Companies® by *Ethisphere Institute* for the past eight years. Learn more at [www.hasbro.com](http://www.hasbro.com), and follow us on Twitter ([@Hasbro](https://twitter.com/Hasbro)) and Instagram ([@Hasbro](https://www.instagram.com/Hasbro)).

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