



Memo

To: College Career Centers
From: Stacey Fonseca/Senior Copywriter – Hasbro Games
Date: July 7, 2009
Subject: Creative Services Fall, 2009 Intern Opportunities

Hasbro Games is currently seeking college students who are interested in participating in an internship program in our **Creative Services** department to assist with editing and copywriting.

Please distribute this memo and the corresponding job description (attached) to any students who might be interested in applying for this position. For more information, please contact **Stacey Fonseca** at sfonseca@hasbro.com.

Internship Description

Associate Copywriter

The student intern will assist our editorial department with various creative writing and editing assignments for games and puzzles.

- Assist Copywriters to create package, component and rules copy for games and puzzles
- Partner with graphic designers to determine creative direction
- Collaborate on brainstorm and name sessions
- Assist Marketing Services, Sales and other business areas with copy as needed
- Proofread all game components (package, gameboards, label sheets, part sheets, etc.)
- Coordinate with legal department for approvals on all of the above
- Maintain all copy on database
- Search and clear taglines, scene names, callouts and headlines for items
- Assist Copywriters and Editorial Manager with other related duties as needed

*The internship is at our East Longmeadow, MA office (a Springfield, MA suburb, approximately 90 miles west of Boston and 25 miles north of Hartford, CT). Please note that candidates **MUST** have their own transportation and housing.*

Fall Internship Requirements

- We require a minimum 10 hour work week up to a maximum of 40 hours/week.
- Start/end dates are flexible, but program typically runs from September through end of December.
- The fall internship program may be offered for credit only or as a paid, hourly position.

Required Skills or Experience

The ideal candidate would demonstrate the following skills:

- Strong organizational skills
- Creative writing experience
- Proactive work ethic
- Strong verbal communication skills
- Interest in creative writing, editing, marketing, marketing services or sales
- Proficient with Microsoft Office Programs
- Excellent attention to detail

Additionally, the following experience is desired:

- Undergraduate with at least two years of completed college education
- Graduate students encouraged to apply
- Related college course work
- Experience working in an office environment
- Design experience helpful, but not required

Applications for our Internship program are due by August 15, 2009.

Send resumes, cover letter and writing samples via e-mail to Stacey Fonseca at sfonseca@hasbro.com. **NO PHONE CALLS, PLEASE.**

About Hasbro

Imagine having the chance to be part of a leading team and make an impact on a global stage while working with the toys and games that you loved as a child. World-class brands like G.I. JOE, TRANSFORMERS, MY LITTLE PONY, MILTON BRADLEY, PARKER BROTHERS, ACTION MAN, MONOPOLY, SCRABBLE, DUNGEONS & DRAGONS and many, many more.

At Hasbro, we are a business built on fun! We have been Making the World Smile for nearly a century with our rich and unmatched portfolio of toys and games that has brought joy to millions of people just like you.

Our toys and games are not only the fabric of American culture, but also have provided kids and adults in Australia, Japan, Mexico, Canada, the UK, France and more than 100 other countries throughout the world with countless hours of exciting entertainment.

Whether it's role-playing with PLAYSKOOL toys, creating with PLAY-DOH modeling compound, baking with EASY-BAKE oven, designing with the LITE-BRITE set, adventure seeking with G.I. JOE action figures, or learning with the CANDY LAND game, Hasbro has all of the toys and games from which memories are made.

Picture the smiles you can bring to future generations as you relive the excitement of your own childhood and make decisions on the brands that brought you so many fond memories as a kid.

