



Hasbro Unveils Magical New Fantasy Series “My Little Pony: Forever Friendship,” Premiering Early 2027 Exclusively on YouTube

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A vibrant new chapter of friendship, adventure and self-discovery begins! Featuring an all-new theme song, available to [stream now](#)

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Pawtucket, RI (July 24, 2026) – Hasbro, a leading games, IP and toy company, today unveiled *My Little Pony: Forever Friendship*, a brand-new YouTube animated series introducing the next generation of pony adventures premiering on YouTube in early 2027.

A feelings-first fantasy adventure, *My Little Pony: Forever Friendship* follows Twilight Sparkle, Pinkie Pie, Rainbow Dash and Fluttershy as they embark on a new journey of friendship, magic and self-discovery. Building on the legacy of *My Little Pony: Friendship Is Magic* and featuring beloved characters from that era, this new digital series introduces a fresh creative vision while staying true to the themes that have defined My Little Pony for generations. Through character-driven storytelling and heartfelt adventures, these bi-weekly, 9-minute episode drops on YouTube will explore individuality, belonging and emotional growth as the ponies navigate the everyday magic of friendship together.

Led by Showrunner and Head Writer Gretchen Mallorie and Series Director Tayhan Mustafa, *My Little Pony: Forever Friendship* introduces a new visual direction for *My Little Pony*, defined by luminous color, iridescent magic and expressive design rooted in character and emotion. Developed in

collaboration with Lil Critter Workshop and featuring key artistic contributions from acclaimed illustrator Nicholas Kole, the animated series brings a richly imagined vision of Equestria to life, balancing playful charm with emotional depth, while honoring the warmth and heart fans have long associated with the beloved brand.

Bringing the characters to life is a talented voice cast featuring Jenna Weir as Twilight Sparkle, Ava Preston as Rainbow Dash, Kayla Samson as Fluttershy and Kaya Kanashiro as Pinkie Pie, delivering the warmth, energy and authenticity that defines this next chapter.

"For over forty years, My Little Pony has remained one of Hasbro's most beloved and enduring franchises, connecting with generations of fans around the world through stories rooted in friendship, imagination and creativity," said Kim Boyd, President of Global Licensing & Entertainment, Hasbro. "With *My Little Pony: Forever Friendship*, we're continuing to grow the brand through fresh storytelling, a visionary creative team and new entertainment experiences designed to inspire today's audiences while staying true to the heart of what fans have always loved about My Little Pony."

Building on the news, Hasbro also unveiled a brand-new music track titled FOREVER FRIENDSHIP, a bright, feel-good anthem that celebrates the series' themes of connection, self-belief, and individuality. Performed by vocalist Cali Rodi and produced by Super Weirdo Productions, the track is a special cover of the show's theme song, which will be featured in the title sequence and performed by the pony voice cast. The anthem is available to stream now across major digital platforms, including Apple, Spotify and Amazon music.

At its core, *My Little Pony: Forever Friendship* is a story about emotional growth, individuality and the everyday magic of connection. Through heartfelt adventures, humor and evolving friendships, the digital series invites a new generation of fans of all ages into a world where kindness and self-discovery take center stage. The series will come to life through bi-weekly 9-minute episode drops on YouTube, clipped and celebrated across social media platforms, ensuring we reach our multi-generational fans wherever they are.

For more information on *My Little Pony*, please visit [YouTube](#) and follow the brand on social media on [Facebook](#), [Instagram](#) and [TikTok](#). Fans can also look forward to new music, evolved social media presence, and a podcast series that will accompany the *My Little Pony: Forever Friendship* series coming soon.

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About Hasbro Entertainment

Hasbro Entertainment leverages Hasbro's leading collection of iconic brands to develop and produce premium film, television, animation, and digital content for audiences of all ages. Working with top talent, studios, and distribution platforms, Hasbro Entertainment's recently announced projects include: a re-imagining of *Clue* across film and television (both scripted and non-scripted) with Sony; a live-action *Dungeons & Dragons* series *Forgotten Realms*, currently in development at Netflix; a deal with LuckyChap and Lionsgate to produce a film based on *Monopoly*; an unscripted adaptation of *Monopoly* for Netflix; a major, live-action film and television universe adapted from *Magic: The Gathering*, produced alongside Legendary Entertainment; an animated *Magic: The Gathering* series, currently in production at Netflix; a live-action *Power Rangers* television series in development with 20th Century TV for Disney+; a *My Little Pony* live-action film, the first live-action film adaptation of *My Little Pony*, in development with Amazon MGM Studios; game shows based on *Trivial Pursuit* and *Scrabble*, which were recently renewed for second seasons by The CW; a *Baldur's Gate* television series created by Craig Mazin in development with HBO; a live action film adaptation of *The Game of Life* directed by Sean Anders and written by Allan Loeb, for Amazon MGM; and many more. These newly announced projects join a broad slate of ongoing animated series, including *Peppa Pig* and *Transformers: Earthspark*. For more information on how Hasbro Entertainment is connecting and captivating generations of fans through the wonder of storytelling, visit: www.Hasbro.com or follow Hasbro on LinkedIn.

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