HASBRO BRINGS NEW REVEALS AND MORE WAYS TO PLAY TO NEW YORK COMIC CON 2026

07 Oct, 2026

From the Hasbro Action Brands Toy Panel to hands-on Dungeons & Dragons adventures, fans can experience their favorite franchises throughout four days of NYCC

October 7, 2026 – Hasbro is heading to New York Comic Con 2026 (October 8-11) with new product reveals, convention exclusives, fan panels and hands-on play experiences.

Throughout the convention, fans can discover what's next from Hasbro across *G.I. Joe, Magic: The Gathering* and *Transformers*, alongside premiere collaborations with *Star Wars* ™ and Marvel from Disney Consumer Products,*The Legend of Zelda* from Nintendo and *Street Fighter* from Legendary Entertainment.

Billy Lagor, President of Toys & Board Games at Hasbro said: "Fans experience the franchises they love in so many different ways. For one person, that might mean telling epic stories around a table with friends. For another, it could mean tracking down a new collectible or introducing their favorite character to the next generation. New York Comic Con brings those experiences together and reminds us that while the way people play may evolve, their connection to these characters and stories can last. The breadth of our portfolio uniquely positions Hasbro to meet fans wherever and however they play, and to continue inspiring a lifetime of play."

The four-day lineup also gives attendees opportunities to hear directly from the teams behind their favorite franchises, with the Hasbro Action Brands Toy Panel (Thursday, October 7, 7:15-8:00 p.m., Room 406.1), Hasbro Marvel and Star Wars Panel (Sunday, October 11, 11:00–11:45 a.m., Room 406.3), and take part in *Dungeons & Dragons* adventures and demos benefiting The Trevor Project.

Close out the weekend at the Hasbro Action Brands Toy Panel on Sunday, October 11 from 11:00–11:45 a.m. in North-Room 406.3, where Hasbro's brand marketing and design teams will share exclusive reveals, behind-the-scenes insights and updates across the company's iconic action figure lines.

Explore Hasbro's full New York Comic Con lineup below.

New Product Reveals

Today, Hasbro has revealed new products across several of its fan-favorite franchises, including:

- *G.I. JOE* CLASSIFIED SERIES #232, DREADNOK FLATLINE
- *MARVEL LEGENDS SERIES BOLIVAR TRASK AND MARVEL'S BASTION NIMROD, X-MEN '97*
- *STREET FIGHTER* GUILE 6-INCH FIGURE
- *STREET FIGHTER* BISON 6-INCH FIGURE
- *STREET FIGHTER* DARK RYU 6-INCH FIGURE
- *STREET FIGHTER* DELUXE BLANKA 6-INCH FIGURE
- *STREET FIGHTER* MYSTERY WARRIORS
- *TRANSFORMERS AGE OF THE PRIMES VOYAGER CLASS GUZZLE*
- *TRANSFORMERS AGE OF THE PRIMES VOYAGER CLASS CYBERSHARK*
- *TRANSFORMERS AGE OF THE PRIMES LEADER CLASS THE THIRTEEN ONYX PRIME THE DECEIVER*
- *TRANSFORMERS AGE OF THE PRIMES LEADER CLASS STARSCREAM*
- *TRANSFORMERS STUDIO SERIES TRANSFORMERS (2007) DELUXE CLASS AUTOBOT JAZZ*
- *TRANSFORMERS STUDIO SERIES TRANSFORMERS (2007) VOYAGER CLASS AUTOBOT IRONHIDE*

- *TRANSFORMERS STUDIO SERIES TRANSFORMERS (2007) VOYAGER CLASS AUTOBOT RATCHET*

For additional product details and assets, click **here.**

Convention Exclusives

Fans can find limited-edition collectibles and products from Hasbro partners Funko and Han Cholo across the show floor.

- ***Baldur's Gate 3*** **and *Dungeons & Dragons* x Funko** — Funko Booth #4515 is offering two NYCC-exclusive collectibles: Dark Urge, inspired by *Baldur's Gate 3* , and a Baby Brass Dragon from Dungeons & Dragons.
- ***Baldur's Gate 3: Astarion*** —A Comic Con exclusive edition of *Baldur's Gate 3: Astarion* will be available for sale exclusively at the Penguin Random House Book World Booth #3021.
- ***Power Rangers*** **x Han Cholo** — Visit the Han Cholo Booth #3360 for an exclusive *Power Rangers* Trick or Treat Halloween enamel pin available only at NYCC. Fans can also shop the full *Power Rangers* jewelry and accessories collection, displayed on custom-built arcade-inspired installations that pay tribute to the franchise's iconic legacy.

Panels, Displays and Experiences

From live panels and product displays to hands-on tabletop adventures, fans can experience Hasbro brands throughout the NYCC show floor.

- **Hasbro Display at The Pop Insider**

Thursday, October 8 – Sunday, October 11 | *All Day* | *Booth #1935*

Visit The Pop Insider's booth to see new *G.I. Joe, Street Fighter, The Legend of Zelda* and *Transformers* products from Hasbro on display throughout the convention.

- ***Dungeons & Dragons*****: Learn to Play and Demos**

Thursday, October 8 – Sunday, October 11 | *11:00 a.m.-9:00 p.m.* | *Hall 1E*

Want to play? Sign up in person with our Event HQ staff in the D&D area at the back of Hall 1E. We recommend stopping by as early in the day as you can for the best chance at a seat. If a session fills up, a waitlist will be available.

Looking for something quick? Stop by the D&D area at the back of Hall 1E at any time for a quick 20–30 minute Demo running on a rolling basis. No advance signup or previous D&D experience is needed for a Demo.

Want a little more time to learn? Our two-hour Learn to Play sessions give new players a beginner-friendly introduction to *Dungeons & Dragons* through actual play. Our DMs will guide you through characters, dice, combat, roleplaying, and everything you need to start adventuring.

Charity incentives benefiting The Trevor Project will also be available during your games. Ask your DM or stop by Event HQ to learn how you can donate and add a little extra fun to your adventure while supporting a great cause.

- **Boldy Gather at NYCC with *Magic: The Gathering* | Star Trek**

Thursday, October 8 – Sunday, October 11 | *11:00 a.m.-9:00 p.m.* | *Booth: 1301*

We've been on a voyage with Magic: The Gathering | Star Trek, and the next stop is, of course, NYC for one of the largest (some might say Galaxy-class) pop culture conventions on the East Coast. Head to the upper deck for a U.S.S. Enterprise-inspired experience featuring an interactive mission that will help you discover which Magic color best matches your play style and command style. Once you've found your fit, grab a Magic: The Gathering | Star Trek Welcome Deck while supplies last and start playing ahead of the set's official release.

Don't go away without stepping into the Magic: The Gathering transporter for a photo op of your own. Plus, while supplies last, attendees can pick up a Borg Queen, Perfection Manifest promo card.

- **Keep the Marvel Magic Going**

Thursday, October 8 – Sunday, October 11 | *11:00 a.m.-9:00 p.m.* | *Booth: 1301*

We had a summer of *Magic* and Marvel, but we're not ready for the fun to end just yet. Bring your Super Hero fandom to NYCC and celebrate *Magic: The Gathering®* | *Marvel Super Heroes* with ways to play alongside some of the biggest Super Heroes and Super Villains in the Marvel Universe. Stop by the booth to take the Marvel-inspired Color Identity Quiz and pick up a *Magic: The Gathering* | *Marvel Super Heroes* Welcome Deck while supplies last. Then become the Super Hero of your own *Magic* story with learn-to-play demos featuring the *Magic: The Gathering* | *Marvel Super Heroes* Beginner Box.

- ***Dungeons & Dragons*** **@ NYCC: 2026 Adventuring Party: Chaos in the City of Splendors**

Thursday, October 8 – Sunday, October 11 | *5:00-9:00 p.m.* | *Hall 1E*

Want to join the Adventuring Party? Sign up in person with our Event HQ staff in the D&D area at the back of Hall 1E. We recommend reserving your spot as early in the day as you can, and a waitlist will be available if the event fills.

Join a massive four-hour *Dungeons & Dragons* Adventurer's League Epic experience where multiple adventuring parties play simultaneously across Waterdeep. Decisions, discoveries, and victories at individual tables contribute to a larger shared adventure unfolding throughout the room. If you're a cosplayer who wants to play as a wandering NPC, let us know at HQ! It's a great way to join the action and help support charity.

Charity incentives benefiting The Trevor Project will be available throughout the Adventuring Party, giving players opportunities to donate and influence the fun at their tables. Ask your DM or visit Event HQ to see what incentives are available.

- **Before *Baldur's Gate 3:* Astarion's Untold Story**

Thursday, October 8 | *12:15–1:00 p.m.* | *North-Room 406.3*

Join award-winning author T. Kingfisher and acclaimed actor Neil Newbon, the unforgettable performer behind Baldur's Gate 3's fan-favorite vampire spawn, for a conversation celebrating *Baldur's Gate 3:* Astarion, the official prequel novel to the hit RPG. Together, Kingfisher and Newbon will explore Astarion's untold past and the creative journey behind bringing one of gaming's most beloved and morally complex characters from screen to page. Moderated by Maggie Lovitt.

Signings with T. Kingfisher:

- *Thursday, October 8* | *1:15-2:15 p.m.* | *Hall 1A, Table #44*
- *Friday, October 9* | *2:00-2:45 p.m.* | *Penguin Random House Book World Booth #3021*
- *Saturday, October 10, 4:30-5:15 p.m.* | *Penguin Random House Book World Booth #3021*

- **Chase the Magic: Celebrating One Year of Kayou & *My Little Pony***

Thursday, October 8 | *3:15-4:00 p.m.* | *North-Room 406.2*

One year of Kayou, *My Little Pony*, and the fandom that makes the magic. Join the artists, creators, and superfans behind Kayou's *My Little Pony* collectibles as we celebrate Kayou's first year in the U.S. Hear the stories behind the cards, celebrate the community that has grown with us, and get a sneak peek at what's next.

- **Hasbro Action Brands Toy Panel**

Thursday, October 8 | *7:15–8:00 p.m.* | *North-Room 406.1*

Catch the latest from *Transformers* and new additions to the *G.I. Joe* Classified Series!

- **Dark Horse x Wizards of the Coast: The Worlds of Dungeons and Dragons and Magic: The Gathering Grow in Comics**

Friday, October 9 | *12:15–1:00 p.m.* | *North-Room 406.3*

Discover the latest announcements in comics made in collaboration with Wizards of the Coast by Dark Horse Comics. See sneak peeks into upcoming series and hear from the creators behind these worlds-expanding stories.

- **Skybound Comics: Vision for the Future**
  Friday, October 9 | *4:00–4:45 p.m.* | *North-Room 406.3*
  Skybound has supercharged *Transformers*, INVINCIBLE, and UNIVERSAL MONSTERS to new heights in comics and are now revealing a new slate that will have everyone talking. Join superstars Stephen Graham Jones (The Buffalo Hunter Hunter, Earthdivers), Leandro Fernández (The Old Guard), Tate Brombal (Batgirl, Everything Dead & Dying), Matt Emmons (The Council of Frogs), Doug Mahnke (Batman: The Man Who Laughs) and Ben Abernathy (Executive Editor, Skybound) as they unveil the future of Skybound, and trust us, you won't want to miss this. Moderated by Alex Antone (Editorial Director, Skybound).

- ***G.I. Joe*: A Real American Hero/Tomb Raider and Energon Universe Event with Skybound Entertainment**

Friday, October 9 | *7:00–9:00 p.m.* | *Midtown Comics Times Square*

Join the all-star lineup of creative talent Kyle Higgins (Artist, *G.I. Joe: A Real American Hero/Tomb Raider),* Dan Watters (Writer, *M.A.S.K.*), Tom Reilly (Artist, *G.I. Joe, Duke*), Andrea Milana (Artist, *G.I. Joe*, *Cobra Commander*), Jason Howard (Artist, *Transformers*), Conor Hughes (Artist, *Void Rivals)* and Ben Abernathy (Executive Editor, Energon Universe) for the fourth annual Energon Universe group signing at the iconic Midtown Comics Times Square, now also including *G.I. Joe: A Real American Hero / Tomb Raider*.

- ***Magic: The Gathering* at New York Comic Con**

Friday, October 9 | 7:45–8:45 p.m. | North-Room 406.3

Something Magical is coming to New York Comic Con…and no, we can't tell you what it is yet. (Nice try, though.) What can we tell you? You'll want to be in the room when it happens. Expect *Magic: The Gathering*, a universe beyond our own, and some people who know things they're currently not allowed to talk about. For now, consider this your official save-the-date, save-the-multiverse, and definitely-save-yourself-a-seat notice.

- ***Transformers & G.I. Joe*: What's Next for the Energon Universe Comics?**

Saturday, October 10 | 11:15 a.m.–12:15 p.m. | North-Room 406.2

THE ENERGON UNIVERSE IN CHAOS! Join superstars Robert Kirkman (VOID RIVALS, TRANSFORMERS), Dan Watters (M.A.S.K.), Tom Reilly (G.I. JOE), Jason Howard (TRANSFORMERS), and Conor Hughes (VOID RIVALS) as they unveil what the future holds for Skybound and Hasbro's record-breaking shared universe featuring *Transformers*, *G.I. Joe*, VOID RIVALS, and *M.A.S.K.* Moderated by Ben Abernathy (Executive Editor, Skybound).

- **Hasbro Star Wars & Marvel Panel**

Sunday, October 11 | 11:00–11:45 a.m. | North-Room 406.3

Get updates on Star Wars: The Black Series, The Vintage Collection, and Marvel Legends, including exciting new product reveals!

Across new products, convention exclusives, live panels and tabletop adventures, Hasbro's NYCC lineup gives fans of every generation new ways to discover, play and connect with the franchises and communities they love.

About Hasbro

Hasbro is a leading games, IP and toy company whose mission is to create joy and community through the magic of play. With 165 years of expertise, Hasbro delivers groundbreaking play experiences and reaches more than 1 billion fans annually around the world, through physical and digital games, video games, toys, licensed consumer products, location-based entertainment, film, TV and more.

Through its franchise-first approach, Hasbro unlocks value from both new and legacy IP, including Magic: The Gathering, Dungeons & Dragons, Monopoly, Hasbro Games, Nerf, Transformers, Play-Doh and Peppa Pig, as well as premier partner brands. Powered by its portfolio of thousands of iconic marks and a diversified network of partners and subsidiary studios, Hasbro brings fans together wherever they are, from tabletop to screen.

For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, a 2026 JUST Capital Industry Leader, a Brand that Matters by Fast Company, and one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50 for fourteen consecutive years. For more information, visit https://corporate.hasbro.com or follow Hasbro on LinkedIn.

STAR WARS and related properties are trademarks and/or copyrights, in the United States and other countries, of Lucasfilm Ltd. and/or its affiliates. © & TM Lucasfilm Ltd.