



Play It Forward

By MOJO Marketing

At Mattel, we believe in the power of play, and our unique brand has given us multiple opportunities to use what we know best to impact the lives of others. Our goal is not just to sell toys and games, but to also seek ways to make a difference in people's lives. A few examples of our outreach include our education programs, our involvement in the Special Olympics, and our toy creation and donation through children's hospitals.

Mattel values education and fun, and when the two are combined, great things happen. In 2014, we initiated a program that provides valuable resources to teachers, students and schools called Speedometry. With so many of our schools focusing on STEM (science, technology, engineering and math), Mattel decided to partner with the USC Rossier School of Education to develop this innovative program that uses cars, tracks and household items to make STEM education fun, hands-on and engaging.

Speedometry has been introduced to hundreds of thousands of teachers, parents and administrators. A number of schools have added Speedometry and its curriculum into their science programs. Mattel has distributed more than 23,000 free Speedometry kits through their interactive website. Not only are kids having fun, but early data revealed students using Speedometry showed benefits such as math and science gains, a decrease in math and science anxiety, and significant engagement with the lessons. Speedometry is using play to bring content alive and get kids excited about learning.

At Mattel, we love investing in others, and one of the best ways we can do that is through our work with Special Olympics. For over a decade,

Mattel and Special Olympics have worked together to make a difference in the lives of individuals with intellectual disabilities. In addition to helping fund the event, we're the largest global corporate team of volunteers in Special Olympic history. We've not only donated time and funding, but we've also donated more than 60,000 toys and products to athletes and spectators. We look forward to working with Special Olympics for many years to come, supporting their commitment to impacting lives through the power of sport.

Finally, we'd like to introduce you to Ella, Friend of Barbie™. When Mattel first decided to create Ella, the plan was to release a limited supply of the bald doll and donate them to children's hospitals throughout the U.S. and Canada. The purpose of the dolls was to bring hope and comfort to children who might've suffered hair loss as they've battled illness. But demand quickly exceeded supply, and we received many requests for the doll. One mother of a little girl battling a rare form of leukemia petitioned for more dolls to be made after witnessing the impact Ella had on her daughter's recovery. "When the nurse brought us Ella, I cried," said the mother. "It gave us the chance to say, 'Here's a beautiful, smiling doll. It doesn't have hair.'" When much more feedback like this started pouring in, Mattel produced more Ella dolls to be distributed through the Mattel Children's Hospital UCLA, a network of more than 200 hospitals.

At Mattel, we're constantly seeking ways to help others through the gift of play. Whether the purpose is to support education, encourage diversability, or offer a new friend to a young cancer patient, Mattel believes it's an honor to share what we do best to make someone's life even better.

