

This is your chance to hang out with the POWER RANGERS

30 July 2020, Zellik – Panasonic Energy offers fans a once-in-a-lifetime chance to visit the POWER RANGERS TV set and even appear as an extra in the series. Upload a video at poweryourday.win and you might win one of many POWER RANGERS and Panasonic prizes.

How are you a POWER RANGER in your everyday life? We challenge you to show us. In a year-long campaign, including Special Edition POWER RANGERS Battery Packs and an online video competition, you get a chance to experience Panasonic power in your toys and to prove us why you deserve to visit the set of the POWER RANGERS.

GO GO CANDIDATES!

To take part in the competition, go to poweryourday.win. On the website, you can submit your video, watch opponents' entries and marvel at the contest prizes.

Entering the competition consists of **four simple steps**. First, create your own short video: be creative and convince us with powerful tips or heroic tricks. This can be filmed on a phone or any other camera device. Second, upload your video and fill out the website form. Third, a qualified jury will watch and evaluate all videos. Finally, at the end of each contest stage, the first-prize winners and runner-ups will be announced.

You can also watch your opponents' videos on the website and share your own entry on Facebook. GO GO POWER RANGERS! #poweryourday

MIGHTY PRIZES

The competition happens in two stages, from April to October 2020 and from November 2020 to March 2021. For first stage participants, the first prize will be a **trip to the POWER RANGERS TV set in an exotic destination**. This includes an exclusive behind-the-scenes tour, flights and hotel accommodation. In addition, participants during the second stage could appear as an **extra in the POWER RANGERS TV series**.¹

Candidates are allowed to enter two videos, one for each stage of the competition. **So go ahead and try your luck twice!**

At the end of each competition, **25 runner-ups** will also receive mighty prizes. Each runner-up goody bag includes a POWER RANGERS Reactive Kata Sword, POWER RANGERS Beast Morphers Mask and a high-quality Panasonic battery pack.

And there is even more to win! During the whole competition, ten participants a month get POWER RANGERS and Panasonic gifts. To win these **monthly prizes**, answer the additional question in the competition form. Each month, the participant who gets closest to the correct answer wins a POWER RANGERS Reactive Kata Sword and Panasonic battery pack. The nine following winners receive a POWER RANGERS Action Figure and Panasonic battery pack.

¹ The appearance as an extra is in a non-speaking role. Prizes are subject to changes due to COVID-19 travel restrictions.

The competition is open to participants from 32 European countries. You can find all details on entering the contest, Terms & Conditions and prizes on poweryourday.win.

PANASONIC POWER

[Panasonic batteries'](#) quality, power and durability make them a **perfect fit for your toys**, including battery-operated toys inspired by the POWER RANGERS.

In addition to the online competition, you will find Special Edition Battery Packs at Panasonic points of sale throughout Europe and in online stores. The special design will feature on packs for Panasonic [EVOLTA](#), [Pro Power](#), [Everyday Power](#), and [Lithium Coin batteries](#), which are often used in toys. Go and get your collector's items!

ABOUT PANASONIC ENERGY EUROPE NV

Panasonic Energy Europe is headquartered in Zellik, near Brussels, in Belgium. The company is part of the Panasonic Corporation, a leading global manufacturer of electronic and electrical goods. Panasonic's vast and lengthy experience in the consumer electronics field has enabled it to become the largest battery manufacturer in Europe today. The European production facilities are located in Tessenderlo, Belgium, and Gniezno, Poland. Panasonic Energy Europe supplies 'mobile' energy solutions to more than thirty European countries. The company's diverse product range includes rechargeable, zinc-carbon, alkaline and specialty batteries (such as zinc-air, photo lithium, lithium coin, micro alkaline and silver oxide batteries) and chargers. For more information, please visit www.panasonic-batteries.com.

ABOUT PANASONIC

The Panasonic Corporation, based in Osaka, Japan, is a leading global company engaged in the development and manufacture of electronic goods for a wide range of private, trade and industrial uses. In the financial year ending 31 March 2019, Panasonic posted consolidated net sales of around EUR 69.7 billion. Panasonic is committed to creating a better life and a better world, continuously contributing to the evolution of society and to the happiness of people around the globe. Panasonic celebrated its 100th anniversary in 2018. Read more about the company and the Panasonic brand name at www.panasonic.net.

ABOUT HASBRO

Hasbro (NASDAQ: HAS) is a global play and entertainment company committed to Creating the World's Best Play and Entertainment 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 and follow us on Twitter (@Hasbro) and Instagram (@Hasbro).

PRESS CONTACT

BBC

Tine Noens
Project Manager
T +32 9 312 33 30
noens@bbc.be
www.bbc.be

Panasonic Energy Europe nv

Vicky Raman
Brand Marketing Manager
T +32 2 467 84 35
vicky.raman@eu.panasonic.com
www.panasonic-batteries.com