

Power Up with Panasonic and Win Your Spot at the POWER RANGERS Karate Boot Camp

4 May 2021, Zellik – The creative energy between Panasonic – Europe’s biggest battery manufacturer – and Hasbro’s POWER RANGERS brand keeps flowing. This year’s collaboration is about *powering up*, more specifically in an enjoyable online game, with the opportunity to win a spot at the POWER RANGERS Karate Boot Camp.

Exciting times once again for POWER RANGERS fans all across Europe. In a new campaign, you will be challenged to show off your skills in the *Power Up* game for a chance to win exclusive prizes or simply have some fun!

Unleash your inner POWER RANGER

The *Power Up* game is about jumping – literally – into an action-packed world, where your POWER RANGERS mission is to **collect as many Panasonic batteries as possible**. The fun never stops since you can play as often as you like. So head over to poweryourday.win to start playing (and winning). The competition ends on 31 December 2021.

Submitting a high score to compete for the grand prize can be done once a month. **Three lucky winners will have the opportunity to win their spot at the POWER RANGERS Karate Boot Camp.** Each winner will be offered a four-day trip, including flights and accommodation, to a top-secret location where skilled POWER RANGERS Karate Experts will be waiting.

Additionally, **50 runners-up will also receive amazing prizes** as a reward for their efforts: a POWER RANGERS Dino Fury Morpher and a Nerf Ultra AMP.

The **monthly prizes** – yes, there is a lot to play for! – include high-quality Panasonic battery packs, a POWER RANGERS Dino Fury Battle Attackers 2-pack, a Nerf Ultra AMP, and a Nerf Elite 2.0 Phoenix CS-6.

A powerful collaboration (and very happy winners)

The launch of this new campaign is part of a collaboration between Panasonic Energy and Hasbro, the global play and entertainment company and owner of the-POWER RANGERS franchise.

This new competition also implies the end of our 2020 campaign, in which fans of the TV series were asked to create a short video to show how they are a POWER RANGER in their everyday life. In addition to our monthly prize winners, **two participants won the most exclusive prizes: Daniel (Austria) and Asit (United Kingdom) will be flying to the POWER RANGERS Dino Fury set when conditions permit. Daniel will enjoy an exclusive behind-the-scenes tour, whereas Asit will even appear as an extra in one of the episodes.** We look forward to seeing him pop up on our screens.

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 be featured 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).

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