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FISHER-PRICE BRINGS PLAY TO OISHEI CHILDREN'S HOSPITAL

Toy Company Donates Custom Power Wheels Cars To Transport Patients To the Operating Room At Oishei Children's Hospital

BUFFALO, NY – (December 19, 2018) Fisher-Price has created and donated custom Power Wheels cars to make heading into surgery a little more fun for patients at John R. Oishei Children's Hospital.

Beginning in 2019, kids going into surgery at the hospital will be driven by Child Life specialists in remote-controlled cars, created exclusively for Oishei Children's Hospital by the team at East Aurora-based Fisher-Price. With patient safety a top priority, the cars were developed to be remote-controlled by trained hospital staff, unique from Power Wheels cars that are operated by the child.

"We at Fisher-Price are honored to donate these custom Power Wheels to bring play into what could be a stressful situation for kids," said Chuck Scothorn, Senior Vice President and General Manager of Fisher-Price. "Oishei Children's Hospital has been an amazing partner over the past few years as we work together to bring smiles and joy into a situation where it is so vitally needed."

Aside from the excitement the cars bring to the kids, there is a real clinical benefit to having them in the hospital, as the patients get ready to face a difficult situation.

"Heading into the operating room is certainly a scary situation for both kids and parents. Having these custom cars to transport our kids of all sizes and abilities will truly help ease that anxiety and send them off with a smile," said Stephen Turkovich, MD, Chief Medical Officer at Oishei Children's Hospital.

The custom cars are just one of the many ways which Fisher-Price has supported Oishei Children's Hospital and its patients.

Andrew Bennett, Vice President of The Children's Hospital of Buffalo Foundation added, "We are extremely thankful for the incredible support that we have had from Fisher-Price over the years. From their financial contributions towards the new hospital to the toys they donate to our patients, we can't thank them enough for supporting the children and families in the Western New York community."

About John R. Oishei Children's Hospital

John R. Oishei Children's Hospital is the regional center for comprehensive and state-of-the-art pediatric trauma, surgical and medical care, including neonatal, perinatal and obstetric services. Oishei Children's Hospital is the only access point for pediatric critical care as the region's only Level I Pediatric Trauma Center. It also serves as the only Level IV Neonatal Intensive Care Unit in Western New York and state designated Regional Perinatal Center. The hospital enjoys a worldwide reputation for innovation and research while providing highly specialized care and treatment through a broad array of co-located outpatient services.

About Mattel

Mattel is a leading global children's entertainment company that specializes in design and production of quality toys and consumer products. We create innovative products and experiences that inspire, entertain and develop children through play. We engage consumers through our portfolio of iconic franchises, including Barbie®, Hot Wheels®, American Girl®, Fisher-Price®, Thomas & Friends® and MEGA®, as well as other popular brands that we own or license in partnership with global entertainment companies. Our offerings include film and television content, gaming, music and live events. We operate in 40 locations and sell products in more than 150 countries in collaboration with the world's leading retail and technology companies. Since its founding in 1945, Mattel is proud to be a trusted partner in exploring the wonder of childhood and empowering kids to reach their full potential. Visit us online at www.mattel.com.

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