

If you can't quite fathom the renewed popularity of Hasbro's 30-year-old My Little Pony franchise — in animation, comics and merchandising — and the accompanying “bronies” phenomenon, you may not be ready for what comes next. According to The New York Times, the toymaker is extending its brand with Equestria Girls, which recasts the characters [...]

**Read more:** <http://robot6.comicbookresources.com/2013/05/hasbro-takes-bizarre-turn-with-my-little-pony-equestria-girls/>