

GI Joe fans in Canada can't wait for the 2010 Canadian G.I. Joe Convention

The 8th annual Canadian G.I. Joe Convention is coming to Toronto on August 7th, 2010 for the biggest gathering of Canadian GI Joe fans ever!

Every year, the event has grown in both size and attendance. What once started as a gathering of a few local fans of G.I. Joe has exploded into a massive gathering of children, adults and families from across Canada and the United States. Attended and endorsed by Hasbro Canada, the Canadian G.I. Joe Convention has welcomed past guests including Mark Bellomo (author of *The Ultimate Guide to G.I. Joe: 1982-1994*), Jason Loo (artist), David Willis (artist), and Larry Hama, the man who defined the majority of the GI Joe characters by writing the character background bios, and comic books throughout the 1980s and 90s.

In 2009, three exclusive figures and two exclusive vehicles, were offered in limited quantities of 100 each. A portion of the proceeds from the sale of these extremely limited toys was donated to the McMaster Sick Kids Children's Hospital. \$5200.00 was donated to help research. On top of owning a rare collectible –with past exclusives considered prestigious centerpieces in many collections- fans & collectors had a chance to help a great cause and we're hoping to do so again this year!

Since 2007, GI Joe has been the best selling action figure brand without a movie or animated series tie-in. Last year, GI Joe not only received a new animated mini-series (GI Joe Resolute) and three brand new comic series (GI Joe, GI Joe Origins, and GI Joe: Cobra), but also had a huge summer blockbuster with GI Joe: The Rise of Cobra with a sequel now in the works!

Now's the best time to get involved with the original action figure, the toy brand that made "Kung-Fu Grip" and "Cobra" household names.

Join the celebration with fans young and old that grew up with the A Real American Hero, and even some fans that have been playing with GI Joes for over 45 years!

When: Saturday, August 7th. 2010

Where: Sheraton Toronto Airport Hotel & Conference Centre
801 Dixon Rd.
Toronto, Ontario

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For more information, please visit www.canadianjoecon.com

G.I. Joe

First introduced in 1964 by Hasbro as a toy line, then re-launched in 1982 with a full fledged cartoon and comic book to support it, G.I. Joe has become a global phenomenon that has also spawned video games, more animated series, films and conventions. It's the battle between good and evil. G.I. Joe is an elite military unit whose purpose is to defend the world against COBRA, a "ruthless terrorist organization determined to rule the world". This premise has stayed with the G.I. Joe brand since. For more information on Hasbro's G.I. Joe toy line and the live-action feature film, please visit www.GIJOE.com and www.GIJOEMOVIE.com.

Hasbro

Toy company Hasbro (NYSE: HAS) is a worldwide leader & household name in entertainment products, toys and services. Hasbro has been behind every incarnation of GI Joe since the line first debuted in 1964, from the original 12" action figures to the 1980's Real American Hero line, to the Rise Of Cobra figures currently being offered at retail stores worldwide. For more information about Hasbro and it's subsidiaries, please visit www.HASBRO.com.

