



Yo Joe! Major Reveals and News about G.I. Joe

July 1, 2020

Yo Joe! With the highly-anticipated new G.I. Joe Classified Series action figure line arriving on July 1, Hasbro recently kicked off its Yo Joe! June campaign with the launch of a brand new [G.I. Joe site](#) to share the latest and greatest from the iconic brand and to celebrate its 56 year history. You can now follow G.I. Joe on [Twitter](#), [Facebook](#) and [Instagram](#) where you can find exclusive announcements and reveals.

And in case you missed it, G.I. Joe brand was also part of its first-ever Hasbro Pulse Fan First Friday last week, revealing even more fan-favorite characters from the iconic brand that will join the new G.I. Joe Classified Series. You can view last Friday's Livestream [here](#). Fans were able to get a first look at the brand new Gung Ho and Red Ninja Classified Series figures, as well as the Amazon-exclusive Arctic Storm Shadow and the Hasbro Pulse-exclusive Profit Director Destro.

In addition, more details were revealed around the highly anticipated G.I. Joe Classified Series Cobra Commander action figure, originally revealed with [IGN](#) on 6/15. G.I. Joe Classified Series Cobra Commander Regal Variant Action Figure, exclusive to Hasbro Pulse, is [available to fans in the U.S. or Canada for pre-order until July 30th](#).

