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

01 Jul, 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.