

GI Joe fans in Canada can't wait for the 2011 Canadian G.I. Joe Convention

The 9th annual Canadian G.I. Joe Convention is returning to Toronto on **June 18th, 2011** 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 Zack Hoffman (Voice of Zartan), 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.

2011 stays true to it's fanbase with another amazing line up of guests.
(For the most up-to-date listing, please visit www.canadianjoecon.com)

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, June 18th. 2011

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 cartoon and comic book to support it, G.I. Joe has become a global phenomenon that has also spawned video games, 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, please visit www.GIJOE.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. For more information about Hasbro and its subsidiaries, please visit www.HASBRO.com.