Mego Corporation Celebrates the 50th Anniversary of Joe Namath’s Iconic Victory Guarantee with Release of Namath Action Figure

Legendary toy creator's 'Broadway Joe' football action figure is based on the original 1969 Mego edition

GREAT NECK, N.Y. (PRWEB) February 01, 2019 -- Mego Corporation, the original action figure toy creator, has released the eight-inch Joe Namath action figure to commemorate “Broadway” Joe on the 50th anniversary of his brash guarantee of victory over the heavily favored Baltimore Colts.

The release of the Namath action figure signifies the return of Mego Corp.’s first ever licensed action figure, which Mego Corp. originally released in 1969. The Marty Abrams Presents Mego “Legends” line celebrates, once again, the football great’s delivery on his prediction for 1969’s “big game.” The former New York Jet’s likeness will be available as an 8-inch figure, which showcases Namath in his number 12 uniform.

Last year, the Mego Corp. released a limited-edition 14-inch Namath doll based on the original “Mod About Town” line reminiscent of “Broadway” Joe’s fashion style off the football field – including his recognizable fur coat.

Football fans, toy enthusiasts and collectors can purchase the 8-inch football doll on Target.com.

“Our licensing venture all started with Joe Namath,” says Marty Abrams, co-founder and CEO of Mego Corporation. “It was Joe, not Batman that we released first. His feat against the Colts will forever live in football lore. It was only fitting with the return of Mego Corp., that we recognize the greatness of Joe on the 50th anniversary of his guarantee.”

Abrams, the father of the modern action hero, captures the prominence of athletes, musicians, actors and actresses in three-dimensional action figures. With collectibles spanning the sports, television, music and film industries, the Marty Abrams Presents Mego line showcases individuals who have solidified their towering stature in American culture.

The Marty Abrams Presents Mego line of action figures are currently available at Target.

Follow Mego Corp. on Facebook and Instagram for more information.

For more information about Mego Corp., visit megofigures.com.

About Mego Corporation
Mego Corporation was originally founded in 1954 and became the first company to make action figures of TV and comics superheroes. Led by Marty Abrams, Chairman of the original Mego Corporation and the father of the modern action hero, the company continues to successfully build on its history as an innovative leader in licensed action figure toys and toy products worldwide. Learn more about the Marty Abrams Presents Mego action figure toy line at megofigures.com.
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