For 5-24-14
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5-24-14 LEVINE, DONALD

PROVIDENCE



LEVINE, DONALD M.
died May 23, 2014, at the age of 86, after a valiant 9 year battle with cancer. Born in Elmhurst, NY, he was the son of the late Ralph and Mildred Levine.

Married to his beloved wife Nan for 60 years, he was the father of Sheri Levine Singer, Marc and Carrie Levine and Neil Levine. He was the cherished grandfather of Matthew and Scott Singer, Julia Levine and Connor Levine. He was the loving brother-in-law of Martin Goldstein and devoted uncle of David and Wendy Goldstein and Steven Goldstein, great-uncle of Emily and Rachel Goldstein. Loving and dear friend of Irwin Schorr.

A graduate of Syracuse University, Don proudly served in the Korean War under the command of General Douglas McArthur at the landing of Inchon. As Executive Vice President of Hasbro Toys for 17 years, Don was best known as the "Father of G.I. Joe", an accolade that followed him throughout the world for more than 50 years. Most recently the Chairman of Kenya's World, LLC, Don was considered one of the toy industry's most creative visionaries. An avid tennis competitor all his life, Don played in the Jr. Davis Cup and represented the U.S. Army in competitions throughout Asia during his military career.

One of his greatest joys was his passion for tennis with rising

PASSAGES

Donald Levine, helped develop G.I. Joe

PROVIDENCE — Donald Levine, one of the original developers of G.I. Joe, died Friday at the age of 86.

Former Hasbro Inc. chief executive officer Alan Hassenfeld remembered Levine as "a wonderful, wonderful asset at Hasbro for many years."

"He was a great teacher and mentor of mine," said Hassenfeld, whose father, Merrill, was head of the company 50 years ago when G.I. Joe was introduced.

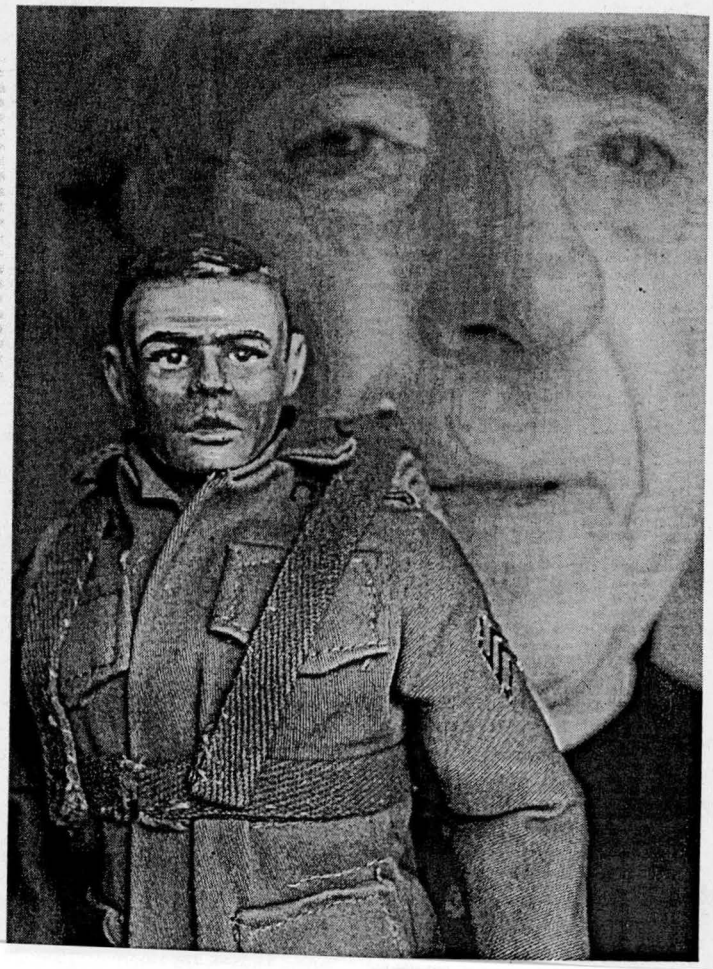
Hassenfeld said Levine did not originate the idea of G.I. Joe, which came from Stan Weston. "My dad loved the idea, and Don and his team took the concept and made it into something even bigger."

"Don was a special, special human being," Hassenfeld said, citing Levine's sense of humor and joie de vivre.

"It's a huge loss for the toy industry."

The funeral will be held at Temple Beth-El in Providence on Sunday. Arrangements are being handled by Shalom Memorial Chapel in Cranston. (Obituary on Page **A11**).

DONITA NAYLOR



Boston Globe
5-25-14

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Don Levine, Hasbro exec who helped create GI Joe, dies



G.I. Joe creator Don Levine holds up his original scuba diver G.I. Joe as other original prototypes lie on top of a table Thursday, Jan. 30, 2003, in a Providence, R.I., hotel.

AP 1 hr ago | By Associated Press

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PROVIDENCE, R.I. (AP) — Donald Levine, the Hasbro executive credited as the father of G.I. Joe for developing the world's first action figure, has died. He was 86.

He died of cancer early Thursday at Home & Hospice Care of Rhode Island, said his wife, Nan. They were just about to celebrate their 60th wedding anniversary.

Levine shepherded the toy through design and development as Hasbro's head of research and development. He and his team came up with an 11½-inch articulated figure with 21 moving parts, and since the company's employees included many military veterans, it was decided to outfit the toy in the uniforms of the Army, Navy, Marines and Air Force, with such accessories as guns, helmets and vehicles.

Levine, who served in the Army in Korea, said he got the idea for the moveable figure as a way to honor veterans.

G.I. Joe hit the shelves in time for the 1964 Christmas shopping season and soon became a big seller at $4 apiece.

It remained popular until the late 1960s, as opposition to Vietnam intensified and parents shied away from military-related toys. Hasbro countered in 1970 by introducing "Adventure Team" G.I. Joes that played down the military connection. Into the '70s, G.I. Joes featured "lifelike hair" and "kung-fu grip" and were outfitted with scuba gear to save the oceans and explorer's clothing for discovering mummies.

Over the decades, G.I. Joe has spawned comic books, cartoons, two movies starring Channing Tatum, and a G.I. Joe Collector's Club and its annual convention — GIJoeCon — held in Dallas in April.



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