John Arturo - When did you start collecting and how did you get into the hobby? Bob Hoffman - I collected rocks, coins, toys, and comics as a kid, but it was 42 Entertainment's (Viral Marketing Co.) campaign for The Dark Knight in '08 that instilled in me the idea of collecting something again. A friend sent me a pic of the 'I believe in harvey dent' joker cards hidden in various comic shops to kickstart the campaign and I was hooked. John Arturo - Why the Joker? Bob Hoffman - I always loved watching reruns of the old '60s Batman show as a kid and the 1989 Batman movie blew 12-year old me away. The thing is, even though I would root for Batman, it was the Joker that always got my attention. even as a little kid, I remember thinking, "He's scary. They probably shouldn't

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