Toy Expert Jordan Hembrough Is Back in Search of Iconic Pop Memorabilia in Quest's 'Toy Hunter'

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Acclaimed toy dealer Jordan Hembrough is back on the hunt to find the holy grail of toys and collectibles with bigger price tags that earn bigger profits in the third season of 'Toy Hunter' premiering on Wednesday, January 28 at 10:00 p.m. The new season features celebs including Hulk Hogan, Vanilla Ice, Stan Lee (Marvel Comics) and Taboo (Black Eyed Peas).

This season, the scope of Hembrough's travels expands beyond basements and attics – taking him to bigger conventions, more Comic-Cons and overseas. Hembrough is in search of iconic memorabilia for his high-profile clients including Gary Busey, Vanilla Ice, Hulk Hogan, Stan Lee and Taboo (Black Eyed Peas).

"We were all kids once and loved playing with toys," said Hembrough. "And, in the new season of 'Toy Hunter,' viewers are able to join me again on the ultimate road trip to search for those toys and collectibles that celebrate their youth."

In the premiere episode, Hembrough, founder of Hollywood Heroes – a New Jersey-based vintage and modern collectibles company – teams up with hip-hop icon Daryl "DMC" Daniels of legendary group Run-DMC and travels to Staten Island, New York on a quest to find vintage toys. From Big Jim's Camper to Action Jackson, Hembrough and the music icon score some amazing collectibles to give to the kids at Camp Felix, DMC's charity. On his own, Hembough continues his toy search for the kids and his other clients and picks-up some great finds including the "Space: 1999" Eagle 1 Spaceship and the 1960's Fort Apache carry-all action play set.

In each of the thirteen half-hour episodes, Hembrough travels the globe armed with his encyclopedic knowledge of toy history and savvy skills of negotiation to track down the rarest pieces for his clients. Whether it's the Dr. Kromedome doll from "The Six Million Dollar Man" worth $4,000 purchased in Birmingham, United Kingdom or the pristine set of "Star Wars" action figures found in Scottsdale, Arizona – Hembrough and his team are always on the lookout for that special toy.

Toy Hunter airs on Wednesdays at 10pm on Quest from 28th January 2014 (Freeview 37, Sky 167, Virgin Media 172)

Jordan is available for interview.

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