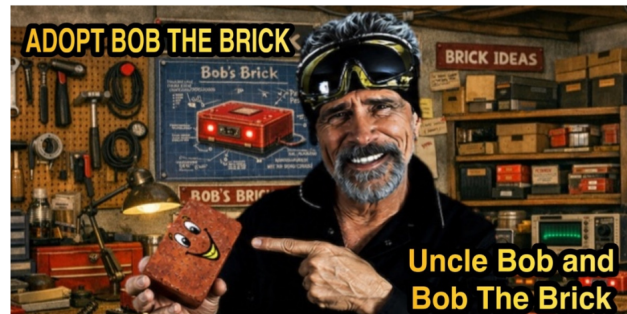


BOB THE BRICK™ Launches as World's First Celebrity Brick Collectible

NEW YORK, NY, UNITED STATES, July 14, 2026 /EINPresswire.com/ -- [Bob The Brick](#), a new comedy art collection combining absurdist humor with handcrafted collectibles, has officially launched its Limited-Edition Founder's Collection. Created by International Master Brick Artisan Uncle Bob, each Bob The Brick is an individually designed, signed, and numbered real brick transformed into what the company calls "the world's first celebrity brick."



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According to the company, Bob The Brick is not just a novelty product but a fully realized character with its own personality, backstory, and adoption process. Each collection includes: the handcrafted brick, a Certificate of Authenticity, a Collector's Trading Card, and an Official Adoption Letter—all manually signed and numbered by Uncle Bob himself. Purchasers also receive bonus items including the audiobook "The Legend of Bob The Brick" and "Brick Seeds."

Representatives from Bob The Brick note that the product appeals to adults who enjoy humor, novelty gifts, collectibles, and quirky viral content. The target audience includes comedy fans, podcast audiences, social media users who share funny content, gift buyers seeking funny and unique conversation pieces, and collectors of unusual memorabilia in the tradition of the Pet Rock.

What sets Bob The Brick apart is its embrace of the absurd. In a marketplace dominated by high-tech gadgets and complicated products, Bob is proudly "just a brick"—yet functions simultaneously as a memorable gift, collectible, conversation starter, doorstop, paperweight, and unlikely celebrity. The simplicity is the joke, and the joke is designed to be memorable.

This Limited-Edition Founder's Collection features a unique adoption model where buyers cannot choose their specific brick. Every Bob is different—some handsome, some scarred, each with its own character. The company warns that some Bobs "look like they lost a fight with a

lawn mower," emphasizing that adopters are embracing a unique personality rather than purchasing a standardized product.

The first 100 collections in the Founder's Edition are numbered starting at #201 and available with free shipping throughout the United States only (Not available outside the US). Each brick is hand-crafted, designed, sanded, and waxed by Uncle Bob. Purchasers are limited to adopting a maximum of 10 Bobs.

The creator behind Bob The Brick is Nick Hetcher, a lifelong entertainer, comedian, writer, voice artist, and author of several joke books including "The Encyclopedia of Dad Jokes" and "The Coffee Joke Book," and is currently launching a funny podcast called, "Dad Joke Nation." Hetcher brings decades of experience in comedy, radio broadcasting, and character creation to the project.

About Bob The Brick

Bob The Brick is a comedy art collection featuring handcrafted, signed, and numbered brick collectibles. Each Bob comes with authentication materials, bonus content, and free U.S. shipping. Uncle Bob is available for select media interviews.

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