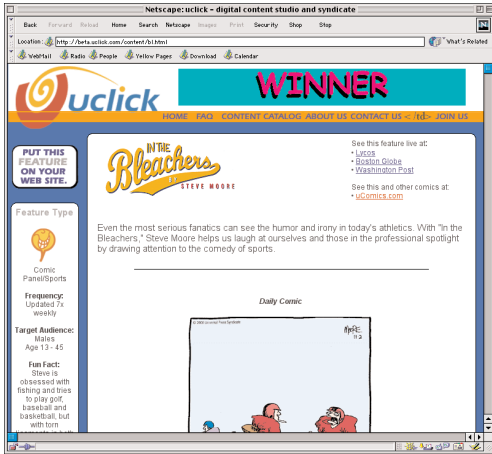


In the Bleachers

demo url <http://content.uclick.com/content/bl.html>



Whether it's the thrill of competition, or the humor in the fumble, millions of people need their sports fix each day. Tapping into this mass-fanaticism, Steve Moore's IN THE BLEACHERS pokes fun at the silliness often found at sporting events. In the single panel strip, sports imitate life, and life imitates sports. Even those unenthused about ball games will be able to relate to the personal and cultural aspects of sportsmanship.

You can always find Moore's characters in the middle of a familiar situation – they are constantly being bombarded by foul balls, swift fists and even the occasional saw blade! Fortunately, reading the strip is safe from these potentially painful events. Although he is a sports fan, Moore does not describe himself as a fanatic. His work definitely appeals to sports fans and fanatics alike.

Although sixty to seventy percent of the papers that run IN THE BLEACHERS place it in the Sports section instead of the comics page, games are not always the only focus of Moore's comic. There are also simple life moments to which Moore applies the rules, practices, or attitudes of the game. The focus is definitely sporty, but that's OK in a nation with such a love of sports!

feature type
comic panel

frequency
7x / week

delivery methods
FTP, UClick®

target audience
sports fans

About the Creator:

Cartoonist Steve Moore, 45, was born in Denver, Colo., and grew up in La Canada, Calif., graduated from Oregon State University with a degree in journalism, and worked in Oregon and Hawaii before he landed a job with the Los Angeles Times in August 1985. Moore first began drawing the comic while working as an editor at The Maui News in Hawaii (in order to fill space in the sports section). He continues to reside with his wife Dru and their three children.

Moore resigned as a Times' Executive News Editor in 1996 to concentrate on the cartoon and to work in TV animation. Moore has written for Warner Bros. and Universal Studios. He has three original animated shows currently in development, including a prime time "Bleachers" sitcom with Viacom Productions for the Fox Network.



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