



feature type
comic strip

frequency
7x / week

delivery methods
FTP, UClick®

target audience
wide appeal

Living in an enchanted forest with surrealistic landscapes, the engaging characters of BROOM-HILDA happily have no connection with reality. Other comic characters are extensions or distortions of reality, but BROOM-HILDA deals in pure fantasy, making the strip bewitchingly unique. Here in the forest, the inhabitants maintain a standard of madness where total irrelevance is the only relevancy. The strip is simply a place where what's said and done often makes no sense whatsoever, much to the joy of its millions of fans.

About the Creator:

When cartoonist Russell Myers first crafted his witch, BROOM-HILDA, doubters wondered: Would she fly in the notoriously turbulent skies of the comic strip world? She did, and BROOM-HILDA is still flying at full throttle after 30 years.

How did a nice boy from Pittsburg, Kansas, get mixed up in this crazy business of creating comic strips that poke fun at anything and everything? Nothing in his background provides a clue to the aberration. He led the usual small-town kid's life, although he was "different" in that he was always a dreamer and loved to draw.



Away from the drawing board, Myers is businesslike in his affairs. He sets a rigid schedule for himself, neither drinks nor smokes, exercises regularly, keeps his own books, deals in real estate, and counts his change carefully. "Contrary to popular opinion," he once told a magazine writer, "to quote Gaylord Buzzard who quoted me, I do not have the first dollar I ever owned. However, I do have the name and address of the second owner."

Myers' first exposure to the outside world was at the University of Tulsa, where his father taught business administration. He was bent on producing a comic strip even then, an ambition that requires the patience and resolve of an insurance salesman.

Success eluded him, so Myers took a job writing and illustrating cards for Hallmark Greeting Cards Co. in Kansas City, Missouri. Nights, he conceived and worked up comic strips that were rejected with impressive regularity until BROOM-HILDA was accepted for syndication.

Since the day of BROOM-HILDA's takeoff (April 19, 1970), Myers' life has become a different story, however – this time, a story of success. He has been responsible for the pleasure of millions of newspaper readers each day through his clever and imaginative work.



Myers lives high on a bluff above Zane Grey's fabled Rogue River in Oregon with his wife, Marina, and their son and daughter.