

Are you looking for a comic strip that attracts women of all ages? Perhaps your comics section needs a character that is both recognizable and lovable. (Maybe one that has been around to comfort and cure female woes with laughter for nearly 24 years?) You're looking for CATHY! Women love Cathy because they can identify with her. After all, at one point or another every woman has been Cathy!

As the Everywoman of today, Cathy has endeared herself to millions through her continual struggle with the four basic guilt groups: Food, Love, Mother and Career. Cathy, striving to persevere through diets and dating, work and weekends, is a multidimensional character that everyone can relate to – she's by turns pathetic, empowered, infuriating and lovable. Her trials and tribulations provide a delightfully funny, yet honest, look at the life of today's single career woman. We read, we identify, we laugh. Who could ask for more?

About the Creator:

Born in Dayton, Ohio, Cathy Guisewite attended the University of Michigan in Ann Arbor, and received a B.A. in English in 1972. After graduating, she went into advertising as a writer for Cambell-Ewald Advertising (1972-73) and Norman Prady Ltd. (1973-74). As a vice president, she left W.B. Doner & Co. Advertising in 1977. Guisewite is the recipient of numerous awards, including the prestigious Reuben Award for "Outstanding Cartoonist of the Year" by the National Cartoonists Society in 1993. The strip has also been nominated for "Best Comic Strip" on numerous occasions. In 1987, Guisewite received an Emmy for "Outstanding Animated Program" for her first animated special, "Cathy," which aired on CBS. Two more animated specials have been broadcast in the U.S., "Cathy's Last Resort" and "Cathy's Valentine," both receiving high acclaim from critics. She has received several honorary degrees as well. Guisewite is a member of the National Cartoonists Society, NOW and Hollywood Women's Political Committee. She has also been included in numerous "Who's Who" collections.



feature type
comic strip

frequency
7x / week

delivery methods
FTP, UClick®

audience
72% female
Age 25-54: 74%
Income of \$35K+: 79%
College graduates: 58%



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