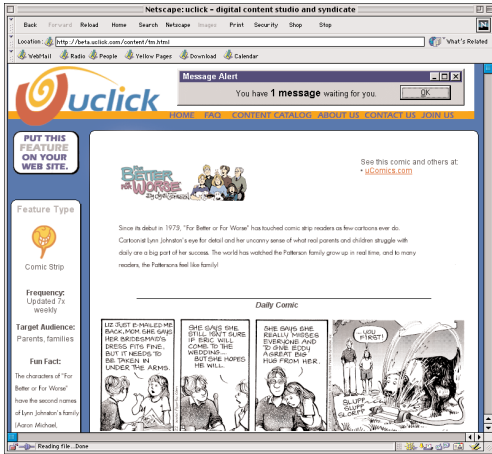


# For Better or For Worse

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



**feature type**  
comic strip

**frequency**  
7x / week

**delivery methods**  
FTP, UClick®

**target audience**  
wide appeal; family- and  
issue-oriented



Since its debut in 1979, FOR BETTER OR FOR WORSE has touched comic strip readers as few cartoons ever do. Fans of the comic can't seem to get enough of the Pattersons – books, television specials, videos and calendars are popular supplements to readers' daily fix of FOR BETTER OR FOR WORSE.

Cartoonist Lynn Johnston's eye for detail and her uncanny sense of what real parents and children struggle with daily are a big part of her success. The world has watched the Patterson family grow up in real time, and to many readers, the Pattersons feel like family! Elly, John, Michael, Elizabeth and April have charmed countless readers with the lighthearted and engaging chronicles of their family's daily battles, bungles, tears and smiles.

## from "About Lynn, by Lynn"

I was born Lynn Ridgway in Collingwood, Ontario, Canada, and I grew up in British Columbia. My [parents] both were musical, artistic and creative people. We were a family that loved to laugh.



I went to the Vancouver School of Art, hoping to make a career as an artist. My main interest was animation, and after three years of Art College, I took a job in an animation studio in Vancouver. I married a television cameraman and in 1969 moved to Ontario with my husband. Unable to work in animation, I got a job as a medical artist at McMaster University. It was a wonderful five years of learning.

In 1972 I discovered that I was expecting Aaron, and left McMaster to work at home. My obstetrician challenged me to do some drawings for the ceilings above his examining tables, and these were published in a book called "David, We're Pregnant." Shortly after the publication of my first book, I was divorced and worked as a single parent, free-lancing. These were "hard times" – but a real education, as I learned more about commercial art than I ever learned at school.

In 1975, "Hi Mom, Hi Dad" was published, a sequel to "David," and at this time I met and married Rod Johnston, then a dental student in Toronto. I continued to free-lance from my studio until Kate was born and Rod had graduated from dental school. "Do They Ever Grow Up?" was the third publication in a sequence of books I began as a humorous but down to earth look at parenting.

In 1978, Universal Press Syndicate wrote to me and asked if I was interested in doing a daily comic strip. I sent off twenty examples of "The Johnstons" – a series based on our own family. I received and ultimately signed a twenty-year contract.

In 1979, when the publication date came due, the characters remained the same, and only the names were changed – to the second names (Aaron Michael, Katherine Elizabeth, Roderick John) except for Elly who was named for a dear friend of mine who had passed away. My editor suggested the title "For Better or For Worse" - and it seems to have been a good choice, as the strip is not all roses.

In 1991, I wanted another baby. Since it wasn't possible to do in reality, I made one up! Baby April appeared April 1st of that year and has added a great deal of creative fun to the strip.

We now reside in the country, in northern Ontario and live quite privately, preferring to regard the family as the most important part of our lives.



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