



He's a wisecracking, nap-taking, coffee-guzzling, lasagna-loving, Monday-hating, dog-punting, spider-whacking, mailman-mauling fat cat. He's Garfield, the world's most hilarious feline!

Born in the kitchen of Mamma Leone's Italian restaurant in 1978, Garfield has grown into a worldwide (and we do mean wide) celebrity. His antics with his feckless owner, Jon Arbuckle, his drooling doggy pal, Odie, and his beloved teddy bear, Pooky, bring daily laughs to millions of newspaper readers worldwide.

But what's so appealing about a tubby tabby with a rude attitude? What makes GARFIELD so lovable? Creator Jim Davis explains GARFIELD's overwhelming popularity: "We're made to feel guilty about being overweight, oversleeping and not exercising," says Davis. "Garfield's out there as our champion, saying, 'Go ahead! Have dessert, sleep in, who needs sweat?'"

People also identify with, and revel in, Garfield's sassy brand of humor. This cat is quick-witted – and the first to admit it. He never hesitates to say the things that people – young or old – would love to say. But Garfield is not all sass and sarcasm; he also has a soft side. He really loves his teddy bear, Pooky, and deep down, he loves Jon and Odie, too (just not as much as he loves himself, of course). Whether he's feeding his face, snatching a snooze or just spouting a one-liner, Garfield is always a classic – and classics are always in style.

About the Creator:

Born on July 28, 1945 in Marion, Ind., Jim Davis grew up on a small farm with his dad, Jim Sr., who raised Black Angus cows, his brother Dave, and 25 cats who relied on the hospitality of Jim's mother, Betty. When asthma forced him inside, away from his regular farm chores, the young Davis spent hours drawing. Davis graduated from Ball State University and then spent a two-year stint with a local advertising agency. In 1969, he joined "Tumbleweeds" creator Tom Ryan as his cartoon assistant. Then he created a comic strip about a character named Gnorm Gnat. After five years of drawing Gnorm, Davis drew a giant foot that fell out of the sky, crushing Gnorm in his last comic appearance. Meanwhile, Davis noticed the numerous comic strips about dogs and the very few about cats, even though the world is full of cat lovers. GARFIELD was born in 1978. For Davis, life with GARFIELD is very simple: "If we take care of the cat, the cat will take care of us." In addition to cartooning, Davis is also an active environmentalist, golfer, fisherman, chess-player, sandwich enthusiast, good friend, husband and father.

feature type

comic strip

frequency

7x / week

delivery methods

FTP, UClick®

audience

Male: 46%

Female: 54%

Ages 18-49: 77%

Income of \$35K+: 72%

College graduates: 39%

59% more likely than average
to be a student

31% more likely than average
to be single



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