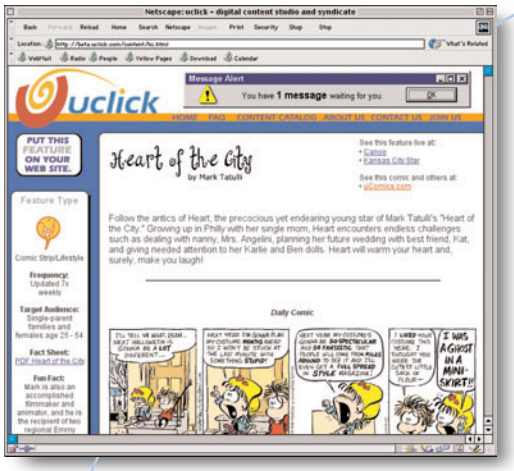
Heart of the City

demo url http://content.uclick.com/content/hc.html



feature type
comic strip

frequency
7x / week

delivery methods
FTP, UClick®

target audience
Single-parent families
and females age 25 - 54

Heart of the City
by Mark Tatulli

Are you searching high and low for laughter and warm fuzzies? Have you looked in the heart of the city?

Mark Tatulli's comic strip, HEART OF THE CITY, focuses on Heart, a small girl with an enormous personality. Young girls are often overlooked on the comics page, but Heart stands out as the precocious and imaginative young daughter of a single mom. Heart practically leaps off the page in her tutu, spinning around and singing of the fantasies in a young girl's life: pierced ears, dolls and Leonardo DiCaprio.

The strip's setting, Philadelphia, makes for a colorful backdrop to Heart's escapades, and Mark's first-rate artwork creates the feel of big-city life. Heart and her mother work through life in the city with the help of Mrs. Angelini, an Italian-American character based on Mark's late grandmother. Mrs. Angelini is from South Philadelphia and a nanny to Heart.

Many parents will relate to Heart's single mother, whose character Mark bases much on himself, ensuring that her personality stays real. Mark says "she has a lack of patience. She is a realistic parent who makes mistakes and is opinionated." Both mothers and daughters have found themselves in Heart and her mother, prompting readers to make comments like, "I am the 27-year-old daughter of a single mother, and when I read Heart I literally see my mother and I growing up" and "My daughter is away at college…Today's strip brought a tear to this mom's eyes, but also a smile to my lips." In HEART OF THE CITY, these readers have found the laughter and warm fuzzies they were looking for – will you?

About the Creator:
In 1988, Mark Tatulli drew his first published newspaper comic strip, for the Burlington County Times in New Jersey. His next strip, "Bent Halos," a comic about a couple of rambunctious angels, was nationally syndicated. Mark eventually put the strip into hiatus to pursue other strip concepts with broader appeal, and to this day he still receives fan mail from "Bent Halos" readers.

In July 1997 HEART OF THE CITY first found her way onto Mark's drawing board, and she hasn't left since. HEART quickly caught the eyes of senior editors at Universal Press Syndicate. "Seeing HEART OF THE CITY for the first time was a real treat," says Greg Melvin, editor at Universal. "Mark's talent leapt from the page. The artwork is first-rate, but more important than simply being well drawn is this strip's inherent warmth. Also, the strip's setting, Philadelphia, makes for a colorful backdrop to Heart's escapades and makes excellent use of the feel of big-city life." HEART debuted in newspapers in November 1998 and has garnered rave reviews from fans the world over.

In addition to his cartooning experience, Mark is also an accomplished film-maker and animator, and is the recipient of three Emmy awards for his television work. He is currently the creative director at Banyan Productions, a television production company in Philadelphia, and is the post-producer for such popular shows as "A Wedding Story" and "Trading Spaces."

Mark currently resides in New Jersey with his wife, son and two daughters. His children are the true joy of his life and the inspiration for much of his comic artwork.

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